

**Redevelopment Commission
Meeting Minutes
Tuesday, January 6, 2015
Greenville, North Carolina**

Present:

- | | | |
|---|---|---|
| <input type="checkbox"/> Angela Marshall | <input checked="" type="checkbox"/> Mark Woodson | <input checked="" type="checkbox"/> Sharif Hatoum |
| <input checked="" type="checkbox"/> Jeremy King | <input checked="" type="checkbox"/> Patricia Dunn | |
| <input checked="" type="checkbox"/> Judy Siguaw | <input checked="" type="checkbox"/> Richard Patterson | |

Absent:

- | | | |
|---|--|--|
| <input checked="" type="checkbox"/> Angela Marshall | <input type="checkbox"/> Mark Woodson | <input type="checkbox"/> Sharif Hatoum |
| <input type="checkbox"/> Jeremy King | <input type="checkbox"/> Patricia Dunn | |
| <input type="checkbox"/> Judy Siguaw | <input type="checkbox"/> Richard Patterson | |

Staff:

- | | |
|---|--|
| <input checked="" type="checkbox"/> Merrill Flood | <input checked="" type="checkbox"/> Jonathan Edwards |
| <input checked="" type="checkbox"/> Carl Rees | <input checked="" type="checkbox"/> Casey Verburg |
| <input checked="" type="checkbox"/> Niki S. Jones | <input checked="" type="checkbox"/> Betty Moseley |
| <input checked="" type="checkbox"/> Kandie Smith (City Council Liaison) | <input type="checkbox"/> |
| <input checked="" type="checkbox"/> Tom Wisemiller | |
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I. Welcome

II. Roll Call

III. Approval of Minutes – November 4, 2014

Motion was made by Mr. King and seconded by Ms. Dunn to approve the meeting minutes for November 4, 2014 as presented. Motion carried unanimously.

Motion was made by Ms. Dunn and seconded by Ms. Siguaw to add an additional agenda item before the Report from Secretary as new item number XII. Election of Chair and Vice-Chair. Motion carried unanimously.

IV. Consideration of Small Business Plan Competition Grant Recommendations

Ms. Verburg stated that there were six applications received, however only these four are listed: MELT, LLC, East Carolina Massage, Luna Haus, and Laced Boutique. Taking into consideration the recent changes to the process, all applicants were given one week to turn in any missing items. Two applications were missing items and the applicants called to withdraw their applications. They will be eligible to reapply in six months.

Ms. Verburg delineated the business locations on a map.

Applicant Summaries:

MELT, LLC:

- Applicant is Ms. Lyndsay Simpson
- Location is TBD

- Seeks \$15,000 to help expand their business and locate in the Redevelopment Area
- Is a health and fitness gym geared towards promoting healthier lives in eastern NC

East Carolina Massage:

- Applicant is Mr. & Mrs. Cashion
- Located at 210 South Washington Street
- Seeks \$15,000 to help expand their business, and locate in the Redevelopment Area
- Provides therapeutic massage and reflexology services

Luna Haus:

- Applicant is Ms. Kristi Thomas
- Located at 110 East Fifth Street
- Seeks \$15,000 to help expand their business, and locate in the Redevelopment Area
- A vintage inspired women's clothing and eclectic home décor boutique
-

Laced Boutique & Apparel:

- Applicant is Mr. Isaac Blount
- Location is TBD
- Seeks \$15,000 to help expand their business, and locate in the Redevelopment Area
- A shoe boutique and consignment store

Ms. Siguaw stated that the interviewers had about thirty minutes to interview each applicant. The interviewers were impressed with the ideas presented. However, the applicants struggled with providing information regarding their businesses and how they would implement their ideas. Many of them did not have locations determined and therefore, we could not be certain that they would be located in the Redevelopment Area. It was decided to not fund any of the applicants at this time. They are all encouraged to reapply at a later date.

Mr. Woodson stated that the applicants needed a better understanding of how to use the funding. They also need a future outlook, and see how the business will look a year from now. Some were close, but at this time we will not approve funding.

Ms. Dunn asked if staff had followed up with prior businesses that were funded and how are these businesses doing now.

Ms. Verburg replied that an intern is currently surveying these businesses. Staff will have a report at the next meeting.

Mr. King asked if there were any applicants for the West Greenville Area.

Ms. Verburg replied yes; the West Greenville Area, Center City and University area.

V. Update on the Live United Courtyard Project

Mr. Wisemiller gave a brief background for the Live United Courtyard Project. He introduced Ms. Bianca Shoneman.

Ms. Shoneman gave a brief history of the property and the project development. The goal of Uptown Greenville for the Live United Courtyard and Born Learning Trail is to create an urban recreational area designed to engage youth and adults in a quality urban experience while simultaneously fostering opportunities to build physical, intellectual, emotional, and social strength in families.

The BLT is a walkable experience that will encourage families to engage in something unique. This is a joint effort with United Way. The brick benches will not be included due to the cost. Emerge has contributed some benches that were made in-house. The other features will still be included. Jim Galluce has designed a sun flower gate. The cost for the gate is \$12,000.

The budget overview:

Entity	Cash	In-Kind	Use
United Way	\$30,000		Construction, courtyard
City of Greenville RDC	\$15,000		Construction, courtyard
Uptown Greenville	\$2,500	\$8,000	Phase 1 site development, project management
Rivers and Associates	\$5,000	\$7,000	Design services
Total project	\$52,500	\$15,000	\$67,000

Mr. Woodson asked if the current proposed budget is \$55,000.

Ms. Shoneman replied yes.

Mr. Woodson asked if that would make a \$3,000 shortfall.

Ms. Shoneman replied yes; however, the totals include a ten percent contingency. Once the bids are received, we will have a better picture of the overall budget and how the expenses relate to the revenue.

Ms. Dunn asked for an example of the in-kind contributions.

Ms. Shoneman replied that Uptown has provided management services and the Rivers and Associates have given pro bono design services.

Mr. King stated that he was concerned about the project because he had approved funding due to the brick seating. Also, he did not want Uptown to come back asking for more money for this project. He is disappointed that there is not going to be permanent seating. Seating was supposed to come first then the art work.

Ms. Shoneman replied that the brick seating was the most expensive component. The committee felt that the art work would add a fun and attractive component. There will be permanent seating. Benches are being provided that are made of concrete and will be screwed in.

Mr. Rees stated that if we take out the contingency then the project is within budget. For this project there are no hidden costs. We can bring back the bids to the committee when the bids come back.

Ms. Siguaw asked how the benches were being installed.

Ms. Shoneman replied that the benches are made of concrete, have a mosaic design and will be bolted in.

The committee went into discussions regarding the approval of funding for this project.

Motion was made by Mr. King and seconded by Mr. Paterson to appropriate the additional \$10,000 for the Live United Courtyard. Motion carried unanimously.

VI. Consideration of Public Art Contract

Mr. Rees stated that as part of the Tenth and Evans Street project, the committee has approved to create a very nice gateway. The RDC has sanctioned the process to select an artist. Volunteers from RDC along with paid assistance from the Pitt County Arts Council and other volunteers from the Civil Arts Committee selected three finalists. All three artists came to Greenville to provide presentations regarding their previous artwork and their vision for this particular site. The committee recommended that the proposal of H&J Studio be accepted.

Mr. Hanna Jubran, with J&H Studio, stated that he and his wife have been living in Greenville for over twenty years. The sculpture is titled "Into the Future." The artwork is comprised of two pieces of metal sculpture. The top two globes are a symbol of technology, industry, economy and celestial motion. The kinetic centers of the spheres give the work a dynamic and continuous motion representing the city growth and movement. Lighting enhancements will make the work more visible at night and expose the constellation of stars on the base of the work. Sanding techniques will give the surface an ever-changing play of light during the day and night. The extended arms of the sculpture create the Gateway. The sculpture is made of stainless steel and is sixteen feet in height.

Mr. King asked if the beam of light will interfere with the traffic.

Mr. Jubran replied that the beams start at twelve feet and go up to thirty feet and should not interfere with traffic. The lights are not lasers, just beams of light.

Ms. Dunn asked if stainless steel means not much maintenance is required.

Mr. Jubran replied correct. The whole thing is made of stainless steel.

Mr. Rees stated that the intent is to have a monumental gateway art. It is commendable that the team was able to find something that is visible at night and during the day. The whole review committee was quite impressed with this approach.

Mr. Hatoum asked if the sun's reflection would be blinding to drivers.

Mr. Jubran replied that he didn't think so.

Mr. Rees stated that staff had provided a copy of the contract in the package. This is a standard contract. The budget amount provided is \$50,000. Staff feels that the City is getting a good deal for two sculptures of this magnitude. Staff is supportive of the project. This is not artwork that we will see immediately. In a few years we'll see beautiful artwork.

Ms. Dunn asked if the project is being funded with 2004 Bond money.

Mr. Rees replied yes. Staff will encumber the funds to hold them until the project is complete.

Motion was made by Mr. King and seconded by Ms. Dunn to enter into the contact with H&J Studio, Inc. for \$50,000 to create the Evans Street Gateway sculptures. Motion carried unanimously.

VII. Public Comment Period

No comments were received.

VIII. West 5th Street Commercial Center Request for Proposal

Mr. Jones stated that most of the property in West Greenville Revitalization Area has been purchased with bond money or CDBG money. However, one piece of property slated to have a commercial center built on it was purchased by RDC. Staff is bringing the request before the board to get approval to continue with the project. Currently, there are not any vendors in mind for this center.

Mr. King asked if the City was closing Vance Street.

Mr. Jones replied that closing Vance Street has been mentioned. It is still being considered.

Mr. Woodson asked if this is still a potential site.

Mr. Jones replied that there were several potential possibilities but West Greenville needs a grocery store, and this seems to be the best location. Other businesses are welcome.

Ms. Dunn stated that on page eleven of the RFP, the City of Greenville is responsible for all construction. She asked for elaboration.

Mr. Jones replied that the City will serve as the Project Manager.

IX. Update on the Reade to Cotanche Alley Project

Mr. Rees stated that there has been quite a bit of activity on the “superblock”. Monday, the City’s Convention and Visitors Bureau moved to the first floor of the building. ECU and an insurance company are getting ready to move in. Also, several retailers have been requesting information concerning renting space. As it is with many projects, this one has been stung out over a long period of time. There have been several different actions by the committee. Staff want to bring all of the actions together so the committee could see what all is involved. The total approved amount already spent on this project is \$159,108. Contractors should be finished with this project in four to six weeks.

Mr. Woodson asked what the latest was on 423 Evans Street.

Mr. Rees replied that staff was still trying to figure out if the parking deck subcontractors can do the wall repairs or if we should come back afterward and submit another request. Other than the wall work, it is almost done. The sod has been laid already.

X. Update on the Uptown Theatre Project

Mr. Rees stated that the committee had approved up to \$10,000 to get the chimney done. The actual cost was \$5,950. The work was completed before Thanksgiving. Staff has been hard at work to get a live entertainment ordinance.

Mr. Flood stated that the committee had been an integral part of getting an ordinance done. When this project was first considered, everyone assumed that live entertainment was allowed. We found out that it wasn’t allowed. There needed to be a difference between a live entertainment venue and a public/private club. To have live entertainment, recorded music was not allowed. A DJ was also not allowed. The music or performances had to be ticketed events. The Planning and Zoning Committee will take these recommendations to City Council.

Mr. King asked if there was a minimum square footage.

Mr. Flood replied yes, it is 5,000 square feet.

Mr. King asked if electronic music was allowed if it is a ticketed event.

Mr. Flood replied no. Once the line was crossed for electronic music then there wasn't much difference in private clubs. If it is live entertainment, then it must be musicians with instruments or plays with live people, not piped in, amplified sound.

Mr. Hatoum asked what would happen if it is not permitted but the building was rented to someone who used it.

Mr. Flood replied that they would be in violation of the provisions and therefore could be brought back before the board to have the special use permit revoked.

Mr. Hatoum asked if a famous artist came with prerecorded music would he be allowed to perform.

Mr. Flood replied that if he came with musicians and was part of the act, then yes, but if the music was not live, then no.

Mr. Hatoum stated that he took issue with that condition.

Mr. King stated that some people made electronic music with computers. To not allow electronic music was like telling people that they could only use acoustic instruments to play the electric guitar.

Mr. Hatoum stated that by tying the hands of the performers it would hinder people from using that genre of music.

Mr. Flood replied that if these provisions are not in place then there would not be a difference between this venue and private clubs. Then the 500 foot difference could not be there.

Ms. Siguaw asked if there was a way to redefine or reword the use of this kind of music so that there is a difference.

Mr. Flood replied that there were still conversations with the model, and working with them to ensure that they can function under these proposals.

Ms. Siguaw asked if an artist came to town that a special permit could be granted to allow it.

Mr. Flood replied that that would become an administrative variance to the rule.

Ms. Dunn stated that the issue is that you are making a judgment as to which of these qualify. Writing an ordinance is very difficult to do.

Mr. Flood stated that the thing to keep in mind is that this is not just a music venue. There will be live plays also. One piece of this does affect the others. There has to be some way to differentiate between this venue and clubs.

Mr. Patterson asked will live performances that do not have live music be allowed.

Mr. Flood replied that the performance part could be the spoken word or poetry.

Mr. Hatoum stated that if the people purchasing the building can make it work then more power to them, however he can't see it working.

Mr. Woodson stated that the driving force is that this is the only ones to want to purchase this building. The issue is how difficult will it be for them.

Mr. Patterson stated that he thought that's what we were gearing toward, live performances, plays, and wedding.

Ms. Siguaw stated that we need to work toward something that won't have us coming back in five years trying to make a change. Music changes so much; there might be a better way to differentiate.

Mr. Hatoum stated that perhaps making it a presale ticket event or requires it have a two week lead time. There are other ways to get to where we're headed.

Mr. Woodson stated that we are talking about issues that we have not control over as a board. We are involving the 500 foot between clubs, so we are involving issues that are city driven.

Mr. King stated that we are regulating content, and that he does not support that at all. He wants to judge it on whether there is someone performing and if there are ticket sales. There is a difference in DJ and ticketed act.

Mr. Flood stated that we must be careful because we are saying this land use is for live performance venue.

Ms. Dunn stated that when creating an ordinance, trying to identify certain kinds of entertainment, you have a variety, but not a variety in one establishment. It seems that in writing this ordinance, we are trying to provide something that is not provided. There is not a lot of variety in the downtown area. This theater is designed provide something that is not currently being provided. We are not taking away anything from the other groups or limiting them. Based on the group that is purchasing this building and all that they propose to offer, this is not an unreasonable expectation.

Mr. Flood read the definition, "The following activity shall not be permitted at the theater: televised events, disc jockey based events, dance party raves, house music based events, outdoor events, or outdoor amplified music events."

Mr. Woodson stated that the ultimate goal is to get this property off our books. It is a financial point for this board. Let others solve the regulation.

Mr. Flood stated that the intent is to make sure this venue does resemble what we currently have. We don't know what may be created tomorrow.

Mr. Rees stated that this was a complex project. Staff has begun series of discussion with ECU and Convention hall managers to see if there are other events to help bring in a revenue stream. We are trying to figure out a way to make this work as a business. We have put together a financial plan that that works for all parties.

XI. Discussion of 2015 RDC Meeting Schedule

Mr. Wisemiller gave a brief history of prior discussions regarding the bond funds. In March 2014, it was determined that the bond funds are gradually being depleted. The commission will either need to explore other funding options or gradually phase out the Redevelopment Commission. There were several carry-over projects identified. Some projects will continue to go forward while others will phase out. There will be some months where we don't have a lot of business or updates, so there will not be a meeting that month. Each month is still available and on the calendar if business does come up. At this point you will need to revisit the future of the RDC.

Mr. King stated that he is okay with having limited meetings as the bond money winds down. If no other sources of funds are found, then the commission can be disbanded.

Mr. Wisemiller stated that the committee could recommend another body to do the small business plan competitions, and recommend the awards.

Mr. Rees stated that fifty percent of the work that was suggested in the Redevelopment Plan in 2006 has been accomplished. Absent of any projects or direction from City Council, there is nothing for the committee to plan for in March.

Mr. Wisemiller stated that judging by the current business trajectory; the RDC may meet every three months.

XII. Election of Officers

Mr. Woodson opened the floor for nomination for Chair.

Mr. King made a motion to nominated Mr. Mark Woodson as Chair for 2015. Ms. Siguaw seconded the motion. Motion carried unanimously.

Mr. Woodson opened the floor for nomination for Vice-Chair.

Mr. King made a motion to nominated Mr. Richard Patterson as Vice-Chair for 2015. Ms. Siguaw seconded the motion, Motion carried unanimously.

XIII. Report from Secretary

a. Monthly Financial Report

Mr. Flood gave the monthly financial report.

Redevelopment Commission Budget FY 2014-2015

Center City Bond Funds

Evans Gateway		Beginning balance:	\$159,000.00
7/10/2014	Rivers & Associates		\$1,480.00
8/5/2014	Rivers & Associates		\$2,020.00
8/28/2014	Rivers & Associates		\$1,900.00
11/12/2014	Rivers & Associates, Inc., Evans Street Gateway		\$3,500.00
11/18/2014	Rivers & Associates, Inc.		\$690.00
11/18/2014	Rivers & Associates, Inc., Evans Street Gateway		\$690.00
12/9/2014	Rivers & Associates, Inc., Evans Street Gateway		\$1,750.00
1/13/2015	Rivers & Associates, Inc., Evans Street Gateway		\$8,550.00
		Total Spent in Account:	\$20,580.00
		Total Remaining in Account:	\$138,420.00

Go Science Center		Beginning balance:	\$0.00
		Total Spent in Account:	\$0.00
		Total Remaining in Account:	\$0.00

Uptown Theatre Repairs		Beginning balance:	\$254,000.00
12/9/2014	RPA Engineering, Chimney Evaluation		\$1,000.00
12/23/2014	Enviro Assessments East, Inc., Asbestos Abatement		\$4,175.00
		Total Spent in Account:	\$5,175.00
		Total Remaining in Account:	\$248,825.00

Evans Street Accessway		Beginning balance:	\$233,000.00
7/28/2014	Walker Parking Consultants, Uptown Parking Deck		\$3,600.00
9/9/2014	Rivers & Associates, Inc. Evans Gateway Project		\$14,000.00
10/7/2014	Rivers & Associates, Inc.		\$12,250.00
10/9/2014	Rivers & Associates, Inc.		\$460.00
10/28/2014	Seegars Fence Company, Inc. Temporary Fence 120 West 5th Street		\$873.00
		Total Spent in Account:	\$31,183.00
		Total Remaining in Account:	\$198,217.00

Cotanche to Reade Alley Improvements		Beginning balance:	\$252,000.00
9/2/2014	Transfer of funds from Uptown Alley Improvements		-\$5,500.00
11/18/2014	Dunn & Dalton Architects		\$1,008.50

12/12/2014	Carolina Earth Movers	\$14,409.41
	Green Town Properties, Inc.	\$100,000.00
Total Spent in Account:		\$9,917.91
Total Remaining in Account:		\$242,082.09

Uptown Alley Improvements		
Date		Beginning balance:
9/2/2014	Transfer of funds to Cotanche to Reade Alley Improvements	\$49,000.00
Total Spent in Account:		\$5,500.00
Total Remaining in Account:		\$43,500.00

Total of all Center City Bond accounts **\$871,044.09**

West Greenville Bond Funds

West 5th Streetscape, Phase II design		
Date		Beginning balance:
7/10/2014	Rivers & Associates	\$7,245.00
8/5/2014	Rivers & Associates	\$5,040.00
9/9/2014	Rivers & Associates, Inc. West 5th Street Streetscape Phase II	\$945.00
11/12/2014	Rivers & Associates, Inc.	\$8,530.00
12/9/2014	Rivers & Associates, Inc. West 5th Street Streetscape Phase II	\$31,600.00
Total Spent in Account:		\$53,360.00
Total Remaining in Account:		\$4,640.00

Acquisition		
Date		Beginning balance:
7/17/2014	Moore and Piner LLC: Appraisals	\$1,600.00
9/4/2014	Avery, E. Cordell Title examination 604 Clark Street	\$250.00
9/4/2014	Avery, E. Cordell Title examination 606 Clark Street	\$250.00
9/4/2014	Avery, E. Cordell Title examination 650 Atlantic Avenue	\$550.00
10/1/2014	The Appraisal Group Appraisals 604 Clark Street	\$500.00
11/4/2014	Avery, E. Cordell 650 Atlantic Avenue	\$100.00
11/4/2014	The Appraisal Group 606 Clark Street	\$650.00
11/5/2014	Avery, E. Cordell 604 Clark Street	\$500.00
11/5/2014	Avery, E. Cordell 650 Atlantic Avenue	\$500.00
1/13/2015	Parker and Associates Land Surveying, Inc. 650 Atlantic Avenue	\$1,200.00
1/13/2015	Parker and Associates Land Surveying, Inc. 604 Clark Street	\$700.00
Total Spent in Account:		\$6,800.00
Total Remaining in Account:		\$263,200.00

Total of all West Greenville Bond accounts **\$267,840.00**

XIV. Comments from Commission Members

Mr. Patterson wished staff a happy New Year.

Ms. Siguaw congratulated the Chair and Vice-Chair on the election.

Mr. Woodson issued and invitation to the Community unity breakfast on the fifteenth at 1:30pm.

XV. Adjournment

Motion was made by Mr. Patterson and seconded by Mr. King to adjourn the RDC meeting. Motion carried unanimously.

Respectfully submitted,

A handwritten signature in black ink, appearing to read "Carl J. Rees". The signature is fluid and cursive, with a long horizontal stroke at the end.

Carl J. Rees, Economic Development Manager
The City of Greenville Community Development Department