

Main Street Georgetown Business Association- Meeting of the Board of Directors
Minutes, January 9, 2018

Tidelands Health Community Center

Board Members Present:

Michele Overton
Andrea Johnson
Kathryn Kossove
Pam Toemmes
Lisa Haas
Andy Friedman
Ginger Gray
Erin Angner
Hank Jones
Happy Wilcox

Board Members Absent:

Tamela Walter
Wendy Belser
Wanda Rogers

Others in Attendance:

Paul Gardner (City Administrator)
Gloria Tinubu (Director of Economic Development and MS Manager)
Beth Stedman (Chamber of Commerce)

Action of the Board

- Meeting was called to order by Andy Friedman. Andy began the meeting by thanking Michele for her service as President, and for all she has done on behalf of the GBA.
- Minutes from 11/7/16 were approved

Financial Reports

- Ginger Gray shared the GBA financial reports noting that the general fund has a balance of \$3116.37 and the events fund has a balance of \$1,300.52. The final reports for ATAX funds from the City for 2018 events (Eclipse and Music in the Park) have been submitted and the City will be reimbursing approximately \$6,000 in ATAX funds which will be added to the events account. She reported that we have added two new members to begin 2018. Liability insurance will cost \$3116.37 this year and the first payment of \$550.02 has been paid to the Byars Agency.
- Lisa Haas reported that the DMO fund balance is \$26,059.34. She shared that the cost of web maintenance for 2018 will be \$3,240 plus a fee (to be determined) to renew our domain. The motion was made, seconded, and unanimously approved to pay for the web maintenance and the domain renewal. She also presented a proposal to purchase a ½ page ad for \$1,500 in the Hammock Coast Visitor's Guide printed by Strand Media and distributed to all the to visitors' centers and chambers throughout the state. The Hammock Coast Visitor's Guide is also available on the internet from the Hammock Coast web site. A motion was made, seconded, and unanimously approved to purchase the ½ page ad in the Hammock Coast publication.

Committee Reports

Promotions and Communications Committee: See DMO financial report.

Design Committee:

Erin Angner shared that the Design Committee is in the process of getting 3 bids for the flags that will be positioned on/near the bridges entering the City. Landscaping in Maryville at the entrance to the City will soon take place. The design committee does not have a meeting scheduled for the near future. Erin will get together with Anne Hartis and Rhodes Miller to discuss the committee's expectations and direction. Paul Gardner shared that the City's budget includes \$20,000 to fund design committee initiatives.

Economic Development Committee:

Hank Jones shared that the business survey, which will be distributed to all licensed businesses in the City, should be finalized at their Jan. meeting. The questionnaire will ask business owners to share their needs, problems, suggestions, etc. The question was asked, "Has the committed discussed the lifecycle of businesses since it seems that some businesses open but aren't able to get established and close within a short period of time?" Hank reported that the committee is compiling the locations of vacant buildings available in the City. Gloria Tinubu shared that the City's Building Permits Dept. only knows if businesses have closed if the businesses turn in their licenses, which doesn't always happen. Gloria also shared that the business license application is in the process of being revised to include items such as number of employees. She will soon be getting a student intern who can assist with the survey and other projects.

Paul Garner shared that the City, in order to promote economic development, is looking at providing some Tax Increment Funding (TIF) to businesses. Basically, TIF allows taxes to be frozen at a certain rate and a portion of those taxes used to pay for infrastructure and to fund redevelopment. Projects such as cityscapes, drainage, flood gates, parking lots, walkways, etc. could be financed for using TIF funds. Meetings will be conducted with the City, County, and School District as all 3 entities need to approve the plan.

Gloria Tinubu went on to explain the plan for the City's Economic Incentive Areas. The City has divided the City into 5 districts: Historic, West End, Willowbank, North Highmarket and Maryville. Within the 5 districts, commercial areas, and planned development areas have been identified. Focusing on the commercial areas, survey results will help identify resources and needs.

Gloria also shared that the City of Georgetown, working with the Urban Land Institute and using funds provided by the Bunnelle Foundation for sponsorship, has entered the Urban Ideas Competition for 2018. The ULI has invited teams of architects, landscape architects, designers, planners, etc. to submit visionary proposals for redevelopment of the 700 block of the City, the surrounding waterfront area, and Goat Island. Gloria will attend the ULI Carolinas' Meeting in Greenville on Feb. 12 & 13. On Feb. 13, finalists will present their ideas during the Urban Ideas Competition.

Music in the Park Committee: Michele Overton shared that Music in the Park (MIP) will be held once a month on the 1st Friday of each month May – September. She is in the process of lining up Beach Music bands. Presently the Embers, the Tams, and Jim Quick and the Coastline are committed to dates. In June,

MIP will host a 2nd event in conjunction with the Bass Master event being held in the County. Jason Michael Carrol, a county artist will be performing on June 21.

Old Business

- City Support of MIP – Michele thanked Paul for all of the support the City provided for 2017 MIP. City staff helped set up and then disassemble the dance floor, barricades, trash cans, etc. for each MIP events. Paul verified that the City will continue to support the MIP events and has put money in the City's budget to cover the expenses.
- Continued partnership with Main Street – Gloria will talk with Beppie LeGrand, Main Street SC coordinator, to find out what Main Street SC expects from our group. Georgetown will be hosting a Main Street SC meeting June 20-22. Gloria would like our assistance for a reception for attendees on June 21. Since that is the night of the MIP event in conjunction with the Bass Master Tournament, Main Street SC attendees will be invited to attend.

New Business

- Membership Enrollment – Present members will be reminded via email and at the general meeting on Jan. 16 that it is time to renew their memberships. Andy Friedman requested that each Board member try to enlist a new GBA member.
- Long Range Calendar of Events/Activities – Andy would like for the Board to create a calendar of all events that are pertinent to GBA and our membership. Events can be color coded to designate GBA specific events, GBA supported events, and others. Events such as the Main Street meeting, Bass Master Tournament, MIP, Art Walk, Easter Egg Hunt, Holiday Party etc. will be added.
- Paul also announced that the City is starting an approximately \$1,000,000 electric overhaul of Front St. electrical system that will impact Front St. businesses.
- Gloria also shared that Bethel AME Church owns the Carolinian Inn and discussions are taking place with Church leadership about creating a Gullah/Geechee presence in that facility.

General GBA Meetings

- Jan. 16 – Georgetown Innovation Center with John Kenny and Lisa Haas - Debra Sprang, EA, AP, MBA of Value Financial Services, LLC will discuss the 2018 tax changes that may impact small businesses.
- Feb. – Dec. meetings – need locations and hosts

Meeting was Adjourned

Minutes submitted by Pam Toemmes