



GREENVILLE COUNTY COUNCIL

Minutes

Committee of the Whole

April 3, 2018

4:48 p.m.

County Square – Conference Room D

Council Members

Mr. Butch Kirven, Chairman
Mr. Willis Meadows, Vice Chairman
Mrs. Xanthene Norris, Chairman Pro Tem
Mr. Joe Dill
Mr. Mike Barnes
Mr. Sid Cates
Mr. Rick Roberts
Mr. Bob Taylor
Mrs. Liz Seman
Mr. Ennis Fant, Sr.
Mr. Lynn Ballard
Mr. Fred Payne

Pursuant to the Freedom of Information Act, notice of the meeting date, time, place and agenda was posted on the bulletin board at the County Square and made available to the newspapers, radio stations, television stations and concerned Citizens.

COUNCIL MEMBERS ABSENT

None

STAFF PRESENT

Joe Kernell, County Administrator
Mark Tollison, County Attorney
John Hansley, Deputy County Administrator
Regina McCaskill, Clerk to Council
Bob Mihalic, Governmental Relations Officer
Paula Gucker, Assistant County Administrator, Public Works

OTHERS PRESENT

None

CALL TO ORDER

Chairman Butch Kirven

INVOCATION

Councilor Lynn Ballard

Item (3) APPROVAL OF MINUTES

ACTION: Councilor Norris and Vice-Chairman Meadows moved to approve the minutes of the March 20, 2018, Regular Committee of the Whole meeting.

Motion carried unanimously.

Item (4) UPSTATE SC ALLIANCE PRESENTATION / TRENDS AND INSIGHTS IN ECONOMIC DEVELOPMENT

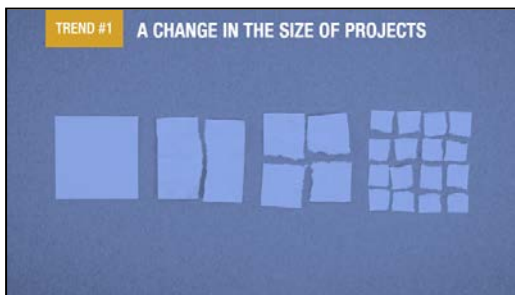
Presented by: John Lummus, President / CEO
Upstate SC Alliance



Mr. Lummus stated economic development was not the same as it was 25 years ago when BMW announced a new plant or 45 years ago when Michelin announced its first plant in Greenville County. Manufacturing has changed and the world economy has changed. He stated the Upstate was home to nearly 500 firms from 34 different countries.



In the past, Upstate SC Alliance presented information on what had already happened; Mr. Lummus stated he would present data projecting what was expected to happen in the next 50 years.



Mr. Lummus stated the first major trend in economic development was the change in project size. Economic development used to depend on bringing in large companies with lots of jobs. He stated fewer big opportunities would exist over the next five years; this was true for the Upstate as well as every part of the country.



Major projects have decreased 50% over the last 10 years. Projects that brought over 50 jobs and \$1,000,000 in investment have declined in the Upstate.



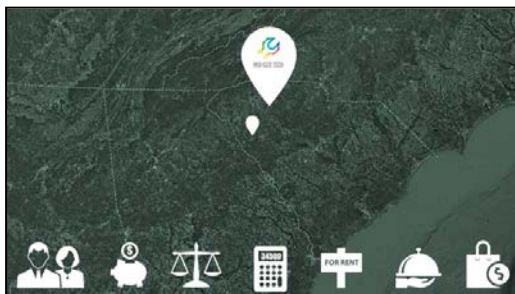
Currently, new job growth was being found in middle market firms; mid-size companies have created 72% of new jobs in the country. Middle market companies were defined as having between \$10 million to \$100 million in yearly revenue.



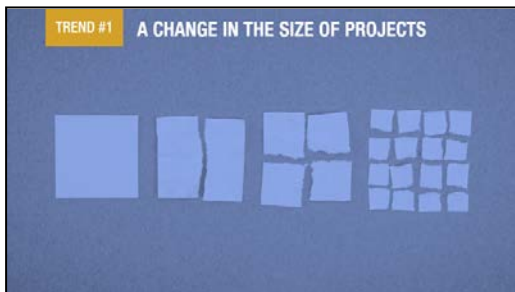
From 1995 to 2013, 86% of jobs in South Carolina were created by existing industry already located in the state.



Mr. Lummus stated attracting more mid-size and small firms would create more opportunities for growth and would help the community expand with existing companies. Small firms add to the community quickly and there would be no need for a large infrastructure investment. Small firms would not require a large skilled workforce; however, these small firms would hire local support staff for local services.



These firms would use the local banks, attorneys and CPA's. They would also buy or lease office space, eat in restaurants, shop with local merchants and support community projects. Small firms could also attract other small firms that would come to the community and provide the same advantages without carrying old economic development burdens.



Mr. Lummus stated small and mid-size firms brought money and jobs to the community. To take advantage of the opportunity, Upstate SC Alliance had to recognize the opportunity and then build support by rewarding economic growth teams for pursuing smaller companies.



Mr. Lummus stated there was a growing demand for innovation. The strategy at Upstate Alliance was to be an "Innovation Connector". Innovation was critical to future plans.



In 2015, it took 5 employees to produce \$1 million in manufactured goods; it took 25 employees to produce the same in 1980. Tasks performed by robots were expected to increase from 10% to 25% in the next 10 years.



With innovation, external sources and services were more important. The cost of local labor mattered less. Labor costs have been a major selling point to bring companies to the Upstate. Mr. Lummus stated now manufacturers want to go where service firms and talent were available.



Mr. Lummus stated the Upstate was able to build on what has been learned from the automotive industry and was in a great position to become an innovation specialist in aerospace and advanced materials. He added that advanced materials was a broad category and could include anything from nanotechnology to fabrics and fibers. An advanced materials focus could help the region take advantage of the work being done by companies like Milliken and others in automotive and aerospace.



The key to making the most of the growing demand for innovation was to embrace it and not view it as the end of manufacturing jobs but as the key to building strong regional economy.



Mr. Lummus stated the third major trend changing the Upstate was an expanding role in the world market. Foreign companies were first attracted to the area for the low cost of doing business. Infrastructure was built and we learned how to work in the global market. Twenty-five years later, the Upstate was a great base for exporting. He added that 70% of the exports leaving the Port of Charleston were from the Upstate.



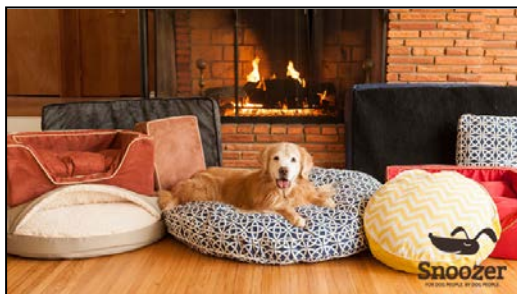
The Upstate's economic development success has made the area unique in the country and the share of foreign jobs was twice the national average. Mr. Lummus added that the Upstate possessed a great platform to attract even more foreign companies and a distinct advantage because of established success. Bringing more Foreign Direct Investment (FDI) remained a top priority.



Mr. Lummus stated wealth around the world was growing. From 2015 to 2020, more than 80% of global economic growth was projected to occur outside the United States. The new middle class would have more spending power than even before.



Everything the Upstate has done to bring foreign companies to the area has helped companies here sell to the global marketplace. Mr. Lummus stated Upstate Alliance was able to help homegrown companies find new customers by connecting them with Export 101 Training, international commerce, trade trips and much more.



One example of how exporting drove economic development was a local maker of pet products. Mr. Lummus stated O'Donnell Industries, the producer of "Snoozer" high quality dog beds and gear, was located in Greenville County. In order to make their products available to European customers, the company invested \$1.8 in an expansion of the company and added 39 jobs.



The other opportunity to attract even more Foreign Direct Investment was tied to the Upstate marketing itself as a region. Even people in the United States have called the area as "The Carolinas." Mr. Lummus stated for economic development, the area was stronger when it marketed itself as a region.



Twenty-five years ago, getting one German manufacturer was huge. Forty-five years ago getting one French manufacturer was huge. Now, with the nearly 500 firms from 34 different countries, Mr. Lummus stated the area's connection to the world was more important than ever. The ability to tap into new markets through exporting was a big opportunity and the region's ability to work together was considered a great strength.



Mr. Lummus stated Upstate Leaders reshaped the economy 50 years ago by embracing change. That was why our region had a strong plan and the community has had success.



Mr. Lummus stated Upstate Alliance was sharing information on the new trends in order to spark new ideas and ways to approach economic development.

Chairman Kirven asked, in regards to Trend #2: A Growing Demand for Innovation, how could the region capitalize on that by developing innovative ways and products that were attractive to producers of other products.

Mr. Lummus stated there were some great facilities, such as CU-ICAR, in the area that were already developing innovative ways and products to attract other businesses. CU-ICAR has had the vision for automotive research for a long time and was currently shifting into development of aerospace and advanced materials. Mr. Lummus stated Upstate Alliance was trying to connect companies that could work together and do business with each other. He added that part of both the Innovation Plan and Global Cities Initiative was to get local companies to work with each other and share innovative ideas. Mr. Lummus stated there were enough companies in the area with great ideas that there was no need to look to outside companies.

Councilor Payne stated more skilled workers from the area were needed; there was also a need to upgrade training in order to fill the new jobs. Innovative transportation solutions were needed in order for people to get back and forth to work. He added that traffic congestion was a huge issue for the area and companies such as BMW were experiencing problems with their workers getting to work on time. Mr. Payne inquired how would Upstate Alliance look beyond what they were currently responsible for and influence change in workforce development, transportation, etc.

Mr. Lummus stated in regards to workforce development, Upstate Alliance worked very closely with the local technical colleges. He added that they were also in the process of creating a "Talent Attraction Website" that would bring in workers from outside the area to fill jobs that were currently being unfilled in manufacturing and professional services. The current unemployment rate was 3-4%. The website would show the quality of life about the area including information on housing, education and job availability. Mr. Lummus stated GADC had put together a website about jobs in the area and Upstate would be partnering with them. Upstate Alliance planned to advocate for better road systems and better funding of roads as well as recruit companies that had technology such as "smart cars" in order to make the area a world leader in transportation.

Item (5)

BOARD AND COMMISSION NOMINATIONS

a. Committee on Planning and Development

1. Construction Board of Appeals – 5 vacancies

ACTION: Councilor Ballard moved to close nominations and elect by acclamation **Michael Coleman, Troy Gilreath and Thomas Roth** to fill three of five vacancies on the Construction Board of Appeals.

Motion carried unanimously.

2. Board of Zoning Appeals – 4 vacancies

ACTION: Councilor Ballard moved to close nominations and elect by acclamation **Keith Drummond, Mark Hattendorf, Wayne Moore and Jeffery Redmond** to fill four vacancies on the Board of Zoning Appeals.

Motion carried unanimously.

b. Committee on Public Works and Infrastructure

1. Greenlink – 1 vacancy

ACTION: Councilor Seman moved to close nominations and elect by acclamation **David Mitchell** to fill one vacancy on the Greenlink Board.

Motion carried unanimously.

2. Parks, Recreation and Tourism Advisory Committee – 3 vacancies

ACTION: Councilor Seman moved to close nominations and send elect by acclamation **Tina Belge, David LeBlanc and Teri Potter** to fill three vacancies on the Parks, Recreation and Tourism Advisory Committee.

Motion carried unanimously.

c. **Committee on Finance**

1. **Arena District – 3 vacancies**

ACTION: Councilor Taylor moved to close nominations and elect by acclamation **Dee Benedict, Amber Drummond and Joyce Smart** to fill three vacancies on the Arena District Board.

Motion carried unanimously.

2. **Greenville Area Development Corporation**

ACTION: Councilor Barnes moved to add Patrick Dollar to the list of nominees.

ACTION: Councilor Taylor moved to close nominations and send forward the names of **Roy Chamlee, Beverly Haines, JaVarus Howard and Patrick Dollar** to full County Council for a ballot vote.

Motion carried unanimously.

Item (6) **SPECIAL TAX DISTRICT NOMINATIONS**

a. **Boiling Springs Fire District – 1 vacancy**

ACTION: Councilor Roberts moved to close nominations and elect by acclamation **William Flack** to fill one vacancy on the Boiling Springs Fire District.

Motion carried unanimously.

b. **Devenger Tax District - 3 vacancies**

ACTION: Councilor Roberts moved to close nominations and elect by acclamation **Gregory Horrocks** to fill one of three vacancies on the Devenger Tax District.

Motion carried unanimously.

c. **Freetown Community Special Tax District – 2 vacancies**

ACTION: Councilor Norris moved to close nominations and elect by acclamation **Peggy Adams-Robinson and Joyce Miles** to fill two vacancies on the Freetown Community Special Tax District.

Motion carried unanimously.

Item (7) **REOPEN APPLICATION PERIOD FOR ACCOMMODATIONS TAX ADVISORY COMMITTEE**

Chairman Kirven stated the application period for the Accommodations Tax Advisory Committee needed to be reopened as no one applied representing large hotels.

Regina McCaskill stated the application period would be open for 10 days per the Board and Commission Policy.

ACTION: Councilor Dill moved to reopen the application period for 10 days for the Accommodations Tax Advisory Committee.

Motion carried unanimously.

Item (8) **ADJOURNMENT**

ACTION: Councilor Norris moved to adjourn.

Motion carried unanimously and the meeting was adjourned at 5:19 p.m.

Respectfully submitted:

Regina G. McCaskill, Clerk to Council