

**TOWN OF MOUNT PLEASANT, SOUTH CAROLINA
ECONOMIC DEVELOPMENT COMMITTEE
Monday, April 1, 2019
Municipal Complex, Committee Meeting Room, 3rd Floor
100 Ann Edwards Lane, Mount Pleasant, SC 29464**

MINUTES

Members Present: Kathy Landing, Chair; Bob Brimmer, Joe Bustos and Rick Crosby (MPW)

Staff Present: Eric DeMoura, Town Administrator; John Holladay, Business Development Manager

Ms. Landing called the meeting to order at 4:32 p.m.

1. Approval of Minutes from the [March 4, 2019](#) meeting

Mr. Bustos moved for approval; seconded by Mr. Crosby. All present voted in favor.

2. Public Comments

[None]

3. Update on Digital Campus

Ms. Landing stated that there are several projects that the Town is working very diligently on, both as a Council and individual member. She stated that typically projects come from the developer; however, what they have discovered in the last year or two, is that if the Town is able to proactively become involved early in the process, most of the challenges can be addressed. She stated that she previously shared with this Committee the technology digital campus concept, and last week, she, along with the Town's new Business Development Manager, John Holladay, had a meeting with the developers and two of the partners. Mr. Holladay also invited the Charleston County Economic Development

team. Ms. Landing stated that Merle Johnson, Director of Operations and Jennifer Brown, Director of Business Retention and Expansion, attended to learn more about what the intention is for the property in question. She stated that as a Town, they are proactively attempting to bring in great jobs, revenue, and keep residents on this side of the bridge for work, as well as bringing the younger generation back home to work in Mount Pleasant. She said once Mr. Johnson and Ms. Brown realized the idea of what the project was all about, they requested the data and they would recruit the businesses to Mount Pleasant. She stated that there was a great deal of interest. She stated that all she and Mr. Holladay are doing is facilitating. She said once the official application has been submitted, which will involve annexation and zoning, she will be able to begin to assist with public meetings. She stated that we are unable to choose what businesses come to the Town, but they can help facilitate great opportunities for the residents of the Town.

Mr. Brimmer stated that being able to bring in public comment as soon as possible in the process is helpful. He said many times there are issues when they do a great deal of upfront work without the public's input.

4. Summary of Advisory Board Meeting

Ms. Landing stated that Mayor Haynie has formed an Economic Development Advisory Board and Mayor Haynie will provide an update of the last meeting.

Mayor Haynie stated that this Board had their third meeting recently with high participation. He stated that although Mr. Rick Crosby was traveling, he called the Mayor prior to the meeting to discuss his thoughts. He thanked Mr. Crosby for his dedication to economic development in the Town. He stated that another member was also traveling, but conference called in to participate, which is indicative of the dedication to help Mount Pleasant position themselves for a 21st century economy. He stated that the Advisory Board agreed that they will work to author and issue an economic development strategy paper. He added that without reinventing the wheel, they will review the paper that was completed in 2013 and use it as a building block with objectives, goals and strategies.

He said it is difficult to know how to achieve economic development when they do not know what is available in class A office space, lite industrial space, or where economic growth can occur. He stated that there was a Charleston Regional Development Alliance board meeting last week and the #1 growth in this region, after automotive and airplane industries, is Information Technology, Cyber Security and the Town of Mount Pleasant is perfect for this industry. He stated that they are going to review what office spaces are available as well as flex spaces. He stated that a State Legislator approached him in Columbia and advised that he was asked about a business incubation site in the Town of Mount Pleasant, which would be enormous. He said they hope to close the loop on this soon. He said they also spoke to two members of the Advisory Board who are lawyers and assist businesses with relocation and site selection. He said the Town needs to package and market Mount Pleasant for the high priority sectors. He said we have the Charleston Regional Development Alliance going overseas with a highly skilled and paid staff who are trained for this, but if someone is interested in coming to the lowcountry, we need to have the materials available to showcase Mount Pleasant. He said there was a recent publication of the "Seven Habits of Highly Effective Communities", and the Town meets all of those. He said he discussed this with members of the Economic Development Advisory Board and there are checklist items that corporations and businesses make now when relocating to a community. He said one is the culture of the community, the other is how they take care of people, the businesses and the environment. He said we are doing all of those things. He said hopefully this will grow from this information. He said everything comes through this committee and goes to full Council.

Ms. Landing stated that the Chair of the Economic Development Advisory Board is Alan Bolduc who several Council members know very well. She stated that she and Mr. Holladay had a follow up meeting with Mr. Bolduc on another economic development project. She said there are exciting things happening and once these projects can be discussed, she will share more.

5. Commercial Multiple Listing Service (MLS)/Town of Mount Pleasant Geographic Information System (GIS) update

John Holladay, Business Development Manager, stated that very exciting projects are beginning to come to the Town. He said by the Town getting out there and being recognized, as well as being clear on what the Town's intentions are and the kinds of industries we are looking for, we are beginning to peak interest. He stated that he is attempting to elevate the Town to the County or State level as quickly as possible with projects, because this is where the high incentives are and the marketing power that the Town may not have. He stated that when a business owner is looking for a location, they begin with a commercial real estate agent. He said they then have full access to the commercial multiple listing service (CMLS). He said the Business Development Office has an excellent relationship with the Charleston Trident Association of Realtors which he has been cultivating. He stated that he recently attended a commercial investment division meeting with commercial brokers and affiliates such as architects and attorneys. He said that the information on the CMLS is available only to members and is controlled information. He would like to be able to help their sales process by providing supplemental information in addition to the CMLS information from the Town's own geographical information system, which is the Town's GIS system. He said they would like to make it as easy as possible for commercial real estate agents to find out everything they need to know about a property in Mount Pleasant for their clients. He said the Town's interactive GIS website currently provides an advanced map with layers that can be turned on and off, zoning information, land use recommendations from the comprehensive plan, maximum heights allowed, flood zone map, aerial imagery, setbacks and design criteria for commercially zoned properties, accessory uses, tree protection, links to the Charleston County tax website and school district lookup tools. He said there are also links to the Town's zoning code sections, as well as the overlay districts. He said there is a great deal of information available. He said the Business

Development office is currently working to identify properties that could potentially be developed but may currently not be listed for sale. He stated that this is one of the initiatives out of the Mayor's Advisory Board. He said this information may provide interested business owners an opportunity to consider properties that may otherwise not be considered. He said this project is intended to assist commercial real estate agents identify locations in Mount Pleasant rather than looking in other areas outside of the county. He said they would like to continue the partnership with the commercial real estate community.

Ms. Landing stated that she wanted to commend Mr. Holladay. She said recently they met with Hubner, a German owned company who has been in Mount Pleasant since 1995 and the largest manufacturing company. She said they recently landed a significant contract to provide the connectors for all the New York City subways, which is 7,000 connectors. She said it was exciting to know that this is happening right here in Mount Pleasant.

Mr. Brimmer stated that Mr. Holladay mentioned setting up a system where the Town's information is then available to the CMLS. He asked if other surrounding municipalities were doing this or is this a new connection.

Mr. Holladay stated that most of the municipalities have the information available. He said this may be an education to the commercial real estate community on how to best use the website. He said that those items that the Town may not have available that are important to them, he would like to put it on the Town's website. He stated that the Town has an excellent GIS Manager.

Mr. Brimmer stated that this is teaching them how to access the information on the Town's website, not necessarily uploading information from our site into theirs.

Mr. Holladay responded in the negative and stated that the two systems are going to be independent of each other. He said due to all the terms and conditions, they would like to protect their information.

Mr. Brimmer stated that he does quite a bit of work on other GIS systems locally and the Town's appears to have the most comprehensive in terms of the layers and the information that is available. He believes this would be tremendously useful.

6. Adjourn

There being no further business, meeting adjourned at 4:49 p.m.

Respectfully submitted,
Barbara Ashe
August 2, 2019