

TOWN OF MOUNT PLEASANT, SOUTH CAROLINA

ECONOMIC DEVELOPMENT COMMITTEE

Monday, June 4, 2018

Municipal Complex, Committee Meeting Room, 3rd Floor

100 Ann Edwards Lane, Mount Pleasant, SC 29464

MINUTES

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

Staff Present: Eric DeMoura, Town Administrator; Amy Livingston, Business and Tourism Manager

Mr. Brimmer called the meeting to order at 12:45 p.m.

1. Approval of Minutes from the April 30, 2018 meeting

Mr. Bustos moved for approval of the April 30th minutes; seconded by Ms. Landing. All present voted in favor.

2. Public Comments

Elizabeth Boyles, 601 Coral Street, as well as a Principal Planner with the Town's Planning Department. She stated she would like to ensure that everyone is aware of the Open House the Town is holding tomorrow evening, Tuesday, June 5th here at Town Hall from 5 p.m. to 7 p.m. She stated they will be discussing land use and transportation issues and sharing the recommendations of the consultants. She stated this is all a draft and would like to receive public feedback on the ideas that have come out of the Comprehensive Planning process to ensure the Town is heading in the right direction. She said they would like to plan for the Town that the citizens want. At 5:15 p.m. and 6:15 p.m., the consultants will be conducting presentations on the Transportation portion of what is

being recommended. She said all the information is also available online, including a survey.

3. Status update on Town efforts to support businesses during the Wando Bridge closure

Mr. Brimmer stated that there were some transportation issues recently which caused difficulties not only for commuters, but for the local businesses in Town. He said there were some efforts from the Town to help mitigate this and asked Ms. Livingston to provide an update on the efforts and the effects.

Ms. Livingston stated that during the Wando Bridge issues, the Town initiated the “Negate the Wait” campaign to help local businesses. She stated that the bridge has now reopened; therefore, this campaign has now been drawn to a conclusion. She wanted to thank Mayor Haynie and Town Council for immediately stepping in and realizing that while there were transportation issues, there were also challenges to the Town’s businesses because of the traffic. She stated that they immediately stepped in to help initiate the Negate the Wait campaign which was designed to encourage residents, and those working in the Town, to avoid and help mitigate the traffic by exploring many of the dining, retail and fitness options available throughout the Town. She said there are quite a number of opportunities throughout the Town.

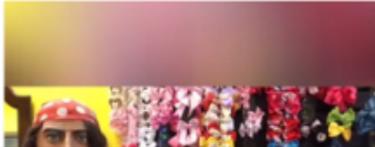


Ms. Livingston stated that she was taken aback at the resiliency and creativity of the business community and wanted the Town to join them in-kind. She said within twenty-four hours the businesses were coming up with creative specials like the “cable-snap” cocktail among others. She stated there were plans for Council members to join in with staff to divide up the different shopping centers throughout the Town for visits and short promotional videos. She stated the visits from the various Council members let the business community know that although there were challenges, they were there to support them. She stated that this expanded onto social media to share some of the businesses offering specials and other opportunities.

BUSINESS VISITS

The Town of Mount Pleasant, South Carolina is at Market at Oakland.

Town Council Member Bob Brimmer visited Kids Adventure Cutz at Market/Oakland Mt Pleasant. "Aghh" you looking for a fun way to #NegateTheWait? We think we've found it!



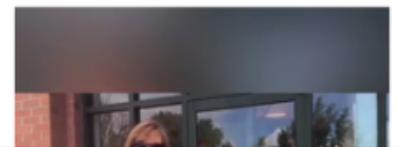
The Town of Mount Pleasant, South Carolina is at Barre South.

Mayor Haynie attended a class at Barre South to #NegateTheWait. Take some time to enjoy a few of the healthy alternatives in Mount Pleasant!



The Town of Mount Pleasant, South Carolina is at Belle Hall Shopping Center.

Mount Pleasant Town Council Member Kathy Landing visited Breathe Plates: Studio & Spa in Belle Hall Shopping Center to #NegateTheWait. In addition to numerous fitness studios, Belle Hall also offers wonderful boutiques, restaurants and salons.



Ms. Livingston stated that one of the other ideas was the cut-out of Mayor Haynie. She added that with the constant obligations that the Mayor was committed to from a safety welfare standpoint, staff came up with the idea of the cut-out, bringing it to different businesses. She stated that the businesses loved the idea. She stated that the people from neighboring businesses came out to see what was going on, which was a great opportunity to engage the community. She appreciated everyone who was able to go out and spend time with the communities and those that were scheduled but due to the bridge opening earlier than expected, did not have the opportunity. She stated that the Town also has the Mount Pleasant blog and wanted to provide citizens with lists and ideas of things they could do and tag the businesses.

MOUNT PLEASANTRIES BLOG

Experience Mount Pleasant

Dreading dropping the kids off tomorrow and then heading to work? Why not stop at one of these 5 local Mount Pleasant coffee shops. Sip and check on your email remotely to #NegateTheWait. #supportlocal

Check out: Metto Coffee & Tea, Brown Fox Coffee Co, COLLECTIVE COFFEE CO., Vintage Coffee Cafe, Tidal Grounds Coffee



EXPERIENCEMOUNTPLEASANT.COM
Five Essential Mount Pleasant Coffees | Town of Mount Pleasant

Experience Mount Pleasant

Stuck in bumper to bumper? (We're so sorry!) We've come up with six creative ideas to #NegateTheWait and make the most of your windshield time. 🍷❤️

Read: <https://experiencemountpleasant.com/.../stuck-in-traffic-her.../>



She stated that her team has also welcomed Maddie Spellerberg, and this is some of her work from the blog and wanted to introduce her today.

BUSINESS HIGHLIGHTS + PROMOTIONS

Experience Mount Pleasant

Discouraged by traffic? Sticky Fingers - Charleston Area will help you get over it. 🙄

Don't miss their \$26, \$5.25 special tomorrow #NegateTheWait



WEST
SLIGHT 26 DELAY
THIS TRAFFIC IS CAUSING A STICKY SITUATION!
Why we can't do anything about the traffic, we'll do our best to help ease the pain!
WE'RE GIVING YOU \$26 BACK
Take \$2.25 off any of our Sticky Fingers Espresso Blends. Our Espresso Blends will treat the whole family as you don't have to stress about traffic. AND making dinner.

Experience Mount Pleasant

It's Thursday aka Friday Eve. Why not #NegateTheWait by taking date night (or family fun night) to Mt. Pleasant Towne Centre? Park and walk to enjoy over 60 stores & restaurants. Then grab a movie and dessert!

Make sure to check out: Napa Mount Pleasant, Copper Penny, Francesca's, CYCLEBAR, Barnes & Noble, Hairy Winston Pet Boutique & Grocery, Palmetto Moon, Willie Celler Wine and Gifts, Atlanta Bread, Burtons Grill of Mt Pleasant, LLC, Grimaldi's, Long-kom Steakhouse, PF Chang's, Qdoba, Sweet Julep's Ice, TCBY Mount Pleasant Towne Centre, TGI Fridays, Zola's Kitchen

For a full directory, click here: <https://www.mtpleasanttownecentre.com>



MTPLEASANTTOWNECENTRE.COM
Mt. Pleasant Towne Centre
Mount Pleasant Towne Centre is the premier mixed-use lifestyle center in...

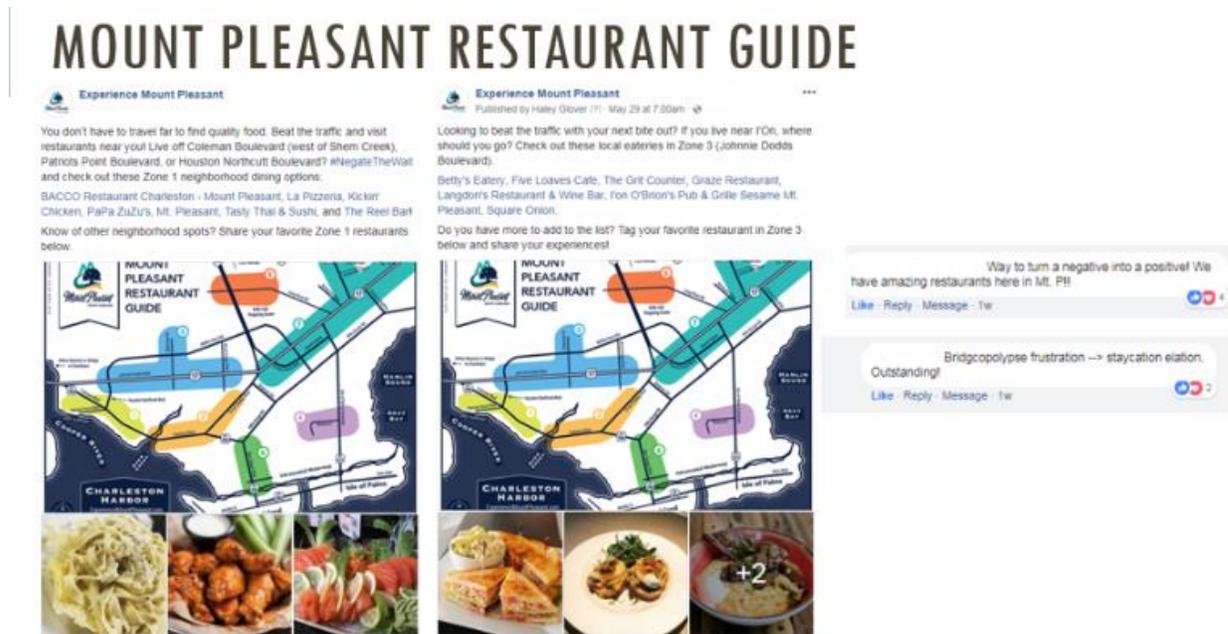
Congress
a gathering of good tastes



ENJOY A REFRESHING "CABLE SNAP"
A traffic-inspired cocktail made special with Lunazul Reposado, ginger beer, & creme de cassis.

Ms. Livingston stated that they also attempted to create a central repository to put the different business specials that were being offered by highlighting them across the Town's various media platforms. She

stated that the Town has a restaurant guide that is available in the various hotels and attractions that is primarily designed for tourists; however, the Town citizens were very excited about the different zones of restaurants in the guide, which was highlighted on social media. She said there were comments on which restaurant to dine at, and all the comments were positive. She said to see the community come together was wonderful.



She stated that we have a very strong community that is supported by local businesses and they support each other.

Will Haynie, 316 Mallard Court, stated that he wanted to thank staff for creating this campaign and their ideas. He said that we were all attempting to have fun during this crisis. He stated that you go from managing the crisis to boosting morale, and the morale of the Town's business community was down due to people not eating or shopping. He stated that the Town had a rapid response team and thanked Ms. Livingston for spearheading the campaign as well as the Council members for participating. He stated that the lingering effects of the bridge closure

could be that businesses lost two or three weeks of revenues they were dependent upon. He stated that the Town will refocus this on supporting the Town's business community, which is part of the Town's greater economic development plan as we move forward.

Ms. Landing stated that she heard from one restaurant that had two nights during the week of the bridge closure where they did not have a single customer, which was highly unusual for that restaurant. She said she immediately went online and tried to make a reservation for the following Saturday evening, and they almost were not able to accommodate them because they were so busy. She stated that she wanted to thank Ms. Livingston and staff for the opportunity to shoot the videos for social media. She would like to encourage neighbors and friends to use Mount Pleasant businesses. She said we have everything right here in Mount Pleasant.

Mr. Brimmer stated that this has taught us all a few lessons and one of those lessons that are minimized at times is that functional infrastructure really is an economic development issue, and we only realize this when it fails. He said as we move forward, we can discuss the importance of infrastructure, but we must keep in mind the effect it has on the Town's business community and ensure we are investing what is necessary into bridges and roads. He thanked staff for all their efforts, which was appreciated by the business owners he talked to.

4. Review of economic development tour for Town Council members

Mr. Brimmer stated that at the last Committee meeting, there was discussion of an Economic Development Retreat. He said that it has gone through some evolution over the past few weeks and asked for an update.

Ms. Livingston stated that at the May committee meeting, members discussed the need for an economic development retreat, a real opportunity to discuss actionable items. She stated that staff thought it would be best to engage in a two-part series. She stated that the first part would be an economic development tour. A proposed agenda has been provided for Committee members and have confirmed visits with four to five different companies all within different industries that the Town would typically include as their target economic development clusters. She said this will provide Council the opportunity to not only physically see a business, but also get to see what the work environment is like and engage with the Chief Executive Officers to discuss their challenges, opportunities and why they are in Mount Pleasant. She said the goal is to have this type of opportunity and also have a follow up the next month for an economic development retreat. She said that date is to be determined. She stated that June 20th is the tour date where Council will meet and take a bus to the tour sights.

5. Adjourn

There being no further business, meeting adjourned at 1:03 p.m.

Respectfully submitted,

Barbara Ashe

June 4, 2018