

**GREENVILLE COUNTY COUNCIL
COMMITTEE OF THE WHOLE
MINUTES
MARCH 18, 2014
5:02 p.m.
County Square - Conference Room D**

Pursuant to the Freedom of Information Act, notice of the meeting date, time, place and agenda was posted on the bulletin board at County Square and posted on the County's web page for all media and concerned citizens to access and review.

COMMITTEE MEMBERS PRESENT:

CHAIRMAN BOB TAYLOR
VICE CHAIRMAN WILLIS MEADOWS
JIM BURNS
JOE DILL arrived at 5:08 p.m.
XANTHENE NORRIS

FRED PAYNE
LIZ SEMAN
BUTCH KIRVEN
JOE BALDWIN
SID CATES

COMMITTEE MEMBERS ABSENT:

LOTTIE GIBSON

STAFF PRESENT:

JOE KERNELL, County Administrator
MARK TOLLISON, County Attorney
JOHN HANSLEY, Deputy County Administrator
THERESA KIZER, Clerk to Council
REGINA MCCASKILL, Deputy Clerk to Council
PAULA GUCKER, Assistant County Administrator, Public Works
BOB MIHALIC, Governmental Relations Office
SANDRA YUDICE, Assistant to the County Administrator
GENE SMITH, Executive Director, Recreation and Tourism
CHANEL MOORE, Deputy Director, Recreation and Tourism

OTHERS PRESENT:

CLAY ANDREWS, Director of Investor and Public Relations, SC Upstate Alliance

CALL TO ORDER

Chairman Bob Taylor

INVOCATION

Councilor Butch Kirven

COMMENT

Chairman Taylor stated Councilor Gibson was still under the weather and would not be in attendance for the meeting.

Item (3) APPROVAL OF MINUTES

ACTION: Councilor Meadows moved to approve the minutes of the Committee of the Whole meeting of March 4, 2014.

Motion carried unanimously by all County Council Members present.

Item (4) PARKS, RECREATION AND TOURISM DEPARTMENT – ADVISORY BOARD RESOLUTION

Mr. Kernell stated the proposed resolution was for the Parks, Recreation and Tourism Department's Advisory Board. He stated during a meeting at the Recreation District, the need to have an Advisory Board was expressed. He stated the proposed resolution would retain the current board members and explains their duties.

Councilor Meadows stated the current five-year board member term was too long. He stated a three-year term was better.

Mr. Kernell stated the term limit could be shortened to a three-year staggered term.

AMENDMENT: Councilor Meadows moved to amend the proposed resolution by changing the term limit from five-years to three-years.

Mr. Tollison stated the amendment would constitute the following changes to the proposed resolution:

- *Section 5. Terms and Memberships, first sentence, change (5) years to (3) years.*
- *Section 5. Terms and Memberships, (7) Joel Vanderwood (term expiring May 31, 2018) would change from year ending 2018 to 2017.*

FRIENDLY AMENDMENT: Councilor Payne offered a friendly amendment to extend Mr. John Liston's term expiration date to May 31, 2016.

Motion to amend carried unanimously.

ACTION: Councilor Seman moved approval of the resolution as amended.

Motion carried unanimously.

Item (5)

**SC UPSTATE ALLIANCE PRESENTATION –
BROOKINGS INSTITUTIONS GLOBAL CITIES PROGRAM**

Mr. Clay Andrews, Director of Investor and Public Relations with SC Upstate Alliance, he stated a new President/CEO would join SC Upstate Alliance in the near future. He stated there was a long textile heritage in the Upstate which spanned to other countries. He stated Upstate Alliance applied to a program through Brookings Institution called the Global Cities Initiative, which was underwritten by JP Morgan Chase Bank. Mr. Andrews stated Brookings Institution was one of the highest regarded think-tanks in the country, with several Noble Peace Prize winners on staff. He stated the Upstate was chosen to be a part of the program. He stated most of the world's population and purchasing power was outside of the United States. During the most recent recession, companies involved with exporting cultivated, while companies not involved with exporting contracted. If more local foreign direct investment was involved, it would encourage a more stable economy, because fluctuations caused by recessions would be handled a little better. As more and more countries develop, they become more competitive with the United States. He stated companies involved with export tend to pay higher wages. He stated 20% of South Carolina's jobs were related to international trade and investment, while the Upstate had a higher percentage of employees, employers and capital growth as a result of international trade investment. Mr. Andrews stated by encouraging local companies to go-global would increase staff and capital investment quickly. In an attempt to acquire footprints in other markets, more and more companies have articulated their desire to purchase existing businesses. One of Brookings Institution's theories basically stated having foreign direct investment in your area was good and stronger; it was more efficient to grow the amount of exports to expand economic activity. Currently there were twenty cities involved with the Global Cities Initiative. He stated there were nineteen other cities the Upstate could be used as peer groups to network with in relation to what works and what doesn't work. Brookings Institution planned to pair the twenty cities with foreign cities as a compliment to the determined strengths. He stated the high quality services provided by Brookings Institution were free for study participants. He stated the study was a metropolitan oriented strategy. The keys to global engagement included infrastructure. The strategy was a four-year plan; phase one was the assessment stage (analysis our current situation)/export plan. In an effort to obtain company feedback, they planned to interview approximately one-hundred businesses in the Upstate. As the process moved forward, he encouraged participation from everyone by visiting SC Upstate Alliance's website. He announced and encouraged everyone to attend SC Upstate Alliance's Annual meeting at the TD Convention Center scheduled for Wednesday, March 26, 2014 from 11:30 a.m. – 1:30 p.m., with Mr. Bruce Katz, the founding Director of the Metropolitan Policy Program at the Brookings Institution, as the keynote speaker.

Councilor Meadows asked what the perceived outcome at the end of the four year program was.

Mr. Andrews stated they were hopeful to have a comprehensive strategy on how to increase exports specifically for the Upstate market and the involved individuals necessary to effect changes, with the potential to have state-wide impact. He stated the SC Upstate Alliance was in a good position to help the Upstate grow and become more all-encompassing and proactive.

Councilor Payne asked what tools did SC Upstate Alliance use to entice companies to the Upstate.

Mr. Andrews stated the main lacking points in the Upstate were buildings and sites. Having a building to show potential companies was very important.

Councilor Payne asked when a potential investor visited and decided not to invest in the Upstate, were debriefings held.

Mr. Andrews stated although they do try to obtain the reasons why the Upstate was not chosen, companies were often discreet.

Councilor Payne stated some counties in South Carolina were not impressive to potential businesses and he also stated a thorough analysis after a potential business declined was important.

Councilor Burns stated the new President /CEO of the SC Upstate Alliance was a great choice.

Item (6)

ADJOURNMENT

ACTION: Councilor Meadows moved to adjourn the meeting at 5:37 p.m.

Motion to adjourn carried unanimously.

Respectfully submitted:

Theresa B. Kizer, Clerk to Council