

Minutes
Planning and Economic Development Committee
January 4, 2016
6:00 PM
3rd committee meeting

Members present were Chairman Taft Matney, Committee members Scott Crosby and Terry Merritt. Van Broad, Community Development Director and Trey Eubanks, City Administrator were also present.

1. Call to order- Chairman Matney
2. Public comment- None
3. Reading and approval of minutes- Councilman Merritt made a motion to accept the minutes with Councilman Crosby seconding. The vote was unanimous (3-0).
4. Reports or communications from city officers
 - a. Community Development- Van is inventorying sites and meeting people in the community. He said there are tremendous opportunities in the City of Mauldin. Councilman Merritt asked if Van has been to Kellett's Korner yet. Van answered no. Councilman Merritt extended an invitation to take him and introduce him to the players up there.
5. Unfinished business
6. New business
 - a. Swamp Rabbit Trail- Mr. Gardner was out sick. Councilman Merritt made a motion to send this to the council agenda as a committee of the whole item so that the presentation can be made to council. Councilman Crosby seconded the motion and the vote was unanimous (3-0).
 - b. Office of Cultural Affairs strategic plan- A plan was created in 2013 to help guide staff and let residents and council know what would be happening at the OCA. The 5 main goals are the cultural center itself, community engagement, marketing, economic development and the office of cultural affairs.

Councilman Merritt said he considers better communications to be an advantage to the City of Mauldin. There are a lot of opportunities to improve the communication. The best method of communication has been through

the Office of Cultural Affairs. He suggests that fostering and maintaining communications and relations with the public community be added under 4.1. George said 2 and 3 should address that. We will also sit down with the PR firm to include opportunities for community input. We will have community meetings with the different departments, encouraging the chamber and other associations to be involved with our lunch and learns and things like that. An annual marketing plan will be spelled out specifically.

Trey said goal 2.1 would probably be a good place to put what Terry asked to be included. He said if there is some ideas on language or another bullet point, that would work. Councilman Merritt said if you look at the demographics in Mauldin based on the registered voters list, it is 48% under 50 and 52% over 50. There needs to be ways to communicate with older citizens other than online, tweeting, etc. Some get their information by congregating at Tommy's. Van said community activities can also foster communications. Councilman Merritt said that a group of people who are affected by an item will come to a meeting, but the rest of the people will stay home. We have to find a way to get participation from the other residents.

George said we will promote ourselves much better with the PR company. We will create more press releases and have diverse media outlets. They will come to a staff meeting soon to talk to department heads about what the City has to brag about.

7. Public comment

Councilman Goodson said he is excited about the direction the city is going. He would like to see the cultural center grounds completely decorated for Christmas so people can walk through the lights. If there were colored lights down the street and the decorated cultural center and cabin, that would be a great draw. Councilman Goodson said we are missing a great opportunity.

Mayor Raines asked Van if he had seen the strategic plan. Van said he has looked through it and him and George (GP) have talked.

Councilman Merritt asked why we don't have a financial statement for the Cultural Center . Trey said it is included in the general fund, but we can get that to council. A community development department budget is going to be set up with Van, George and John.

Councilman Merritt asked how many sewer lines are at 1400 Old Stage Road. Sewer was a concern for a potential company. Trey said there are two sewer lines that serve the property. Another company is also looking at the site.

8. Committee concerns

9. Adjournment- Chairman Matney adjourned the meeting.

Respectfully Submitted,

Cindy Miller
Municipal Clerk

NOTICE: A majority or quorum of City Council may attend a committee meeting.