



ECONOMIC PLANNING & DEVELOPMENT COMMITTEE MEETING

MONDAY, FEBRUARY 7, 2022 | 6 PM

2nd Committee Meeting

The Committee will meet in Mauldin City Hall at 5 East Butler Road in the Council Chambers

The meeting will be available remotely through Zoom. Please visit the City's website at [https:// cityofmauldin.org/your-government/meeting-minutes-agendas/](https://cityofmauldin.org/your-government/meeting-minutes-agendas/) to access the meeting via audio and videoconferencing.

ECONOMIC PLANNING & DEVELOPMENT COMMITTEE MEETING
FEBRUARY 7, 2022, 6PM
CITY HALL - COUNCIL CHAMBERS

Committee Members: Taft Matney (Chair), Jason Kraeling, Diane Kuzniar

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|---|-------------------------|
| 1. <u>Call to Order</u> | Chairperson Taft Matney |
| 2. <u>Public Comment</u> | Chairperson Taft Matney |
| 3. <u>Reading and Approval of Minutes</u> | Chairperson Taft Matney |
| a. Economic Planning & Development Committee Meeting: January 4, 2022 [Pages 3-5] | |
| 4. <u>Reports or Communications from City Officers</u> | Chairperson Taft Matney |
| a. Economic Development Department Director Van Broad | |
| i. Budget Review | |
| b. City Center Village Update: The Parker Group | |
| c. Crawford Strategies – Communication Plan Update [Pages 6-7] | |
| 5. <u>Unfinished Business</u> | Chairperson Taft Matney |
| There is no unfinished business. | |
| 6. <u>New Business</u> | Chairperson Taft Matney |
| There is no new business. | |
| 7. <u>Public Comment</u> | Chairperson Taft Matney |
| 8. <u>Committee Concerns</u> | Chairperson Taft Matney |
| 9. <u>Adjournment</u> | Chairperson Taft Matney |

MINUTES
ECONOMIC PLANNING & DEVELOPMENT COMMITTEE MEETING
JANUARY 4, 2022, 6PM
CITY HALL - COUNCIL CHAMBERS
5 E. BUTLER ROAD
1st committee meeting

Committee Members: Taft Matney (Chair), Jason Kraeling, Diane Kuzniar

Other present: Community and Development Director Van Broad and City Administrator Brandon Madden

1. Call to Order- Chairman Matney
2. Public Comment- None
3. Reading and Approval of Minutes

- a. Economic Planning & Development Committee Meeting: December 6, 2021

Motion: Councilwoman Kuzniar made a motion to approve the minutes with Councilman Kraeling seconding.

Vote: The vote was unanimous (3-0).

4. Reports or Communications from City Officers

- a. Economic Development Department Director Van Broad

- i. Budget Review- Mr. Broad said the department is at 46% of their budget.

- b. City Center Village Update: The Parker Group

Drew Parker gave an update on City Center. Progress on design and permitting is going well. The closing is still anticipated to be in February and construction will begin almost immediately.

Maverick Station is going well. Bohemian Bull and Sully's Steamers should be open in the Spring.

5. Unfinished Business- There is no unfinished business.

6. New Business

- a. Resolution- Memorandum of Understanding- This agreement is for Maverick Station tenants to share the City Hall parking lot. The MOU will be between the City of Mauldin and East Butler Investments via the Parker Group. Councilman Kraeling asked about the possibility of reserving some parking spaces for our police vehicles. City Administrator Madden answered this could be done. Councilwoman Kuzniar is concerned about sharing the parking lot when City meetings are taking place. Mr. Madden said the agreement could be amended to reflect her concern. Chairman Matney said most restaurants are either closed or slower on the days Council meets and shouldn't be a problem during most meeting times.

Motion: Councilwoman Kuzniar made a motion to send this item to Council with Councilman Kraeling seconding.

Vote: The vote was unanimous (3-0).

- b. Agreement – Environmental Services- The City received a \$400,000 Brownfields Assessment Grant from the U.S. Environmental Protection Agency (EPA) for the former site of the Public Works operations on Jenkins St. The grant funds will be utilized to identify and inventory the site, conduct Phase I and Phase II environmental site assessments (ESAs), plan for remediation and reuse of assessed sites, perform outreach activities to involve the community, and provide programmatic support. This agreement is with Terracom to provide technical assistance to the City for Environmental Services for brownfield environmental site assessment and related activities.

Motion: Councilman Kraeling made a motion to send this item to Council with Councilwoman Kuzniar seconding.

Vote: The vote was unanimous (3-0).

- c. Resolution to Certify Textile Mill- The Parker Group has applied to the City for a certification of the textile mill site at 1 Jenkins St. so they may apply for a tax credit through the South Carolina Textiles Communities Revitalization Act.

Motion: Councilwoman Kuzniar made a motion to send this item to Council with Councilman Kraeling seconding.

Vote: The vote was unanimous (3-0).

- d. Utility Easement- The City is the owner of the property at 5 East Butler Road. East Butler Investments via the Parker Group plans to construct a multi-use development located at 1 East Butler Road, known as Maverick Station. East Butler Investments may need, from time to time, to maintain utility lines (e.g., gas, sewer, water, electrical) that are on the City-owned property. The utility easement allows for East Butler Investments via the Parker Group to maintain the utility facilities that are on City property.

Motion: Councilman Kraeling made a motion to send this item to Council with Councilwoman Kuzniar seconding.

Vote: The vote was unanimous (3-0).

- e. Momentum Construction Contract Amendment- The Cultural Center roof has been leaking when it rains. Staff is asking the current contract with Momentum be amended to include an assessment of the roof with possible replacement, not to exceed \$75,000. The current roof was installed in 2013.

Councilman Kraeling asked that all of this information go through Mr. Fleahman since Public Works is responsible for the maintenance of City buildings. Councilman Kraeling then said it should be assessed for possible damage that could be claimed on insurance.

Councilman Kraeling asked if the construction on the cultural center is on time. Mr. Broad

answered yes, construction should be completed by the end of February.

Motion: Councilman Kraeling made a motion to send this item to Council with Councilwoman Kuzniar seconding.

Vote: The vote was unanimous (3-0).

7. Public Comment- None
8. Committee Concerns- None
9. Adjournment- Chairman Matney adjourned the meeting at 6:20 p.m.

Respectfully Submitted,
Cindy Miller
Municipal Clerk

ECONOMIC PLANNING & DEVELOPMENT COMMITTEE

AGENDA ITEM SUMMARY

MEETING DATE: February 7, 2022
AGENDA ITEM: 4c

TO: Economic Planning & Development Committee
FROM: City Administrator Brandon Madden
SUBJECT: Crawford Strategies – Communication Plan Update

REQUEST

Accept for information only an update on the City's Communication Plan from Crawford Strategies.

HISTORY/BACKGROUND

During its July 19, 2021 meeting, City Council approved an agreement with Crawford Strategies for the provisions of marketing, branding, public relations, and advertising services.

Crawford Strategies agreed to provide the following marketing related services (not limited to):

- Research
- Social Media Evaluation
- Communications and Community Relations Strategic Plan
- Ongoing Public Relations & Media Relations

On Aug. 26, 2021, the Crawford team participated in a tour of the City and its ongoing/upcoming residential, commercial, and industrial projects. The team toured around all of the City, focusing on specific areas of new development.

On Sept. 23, 2021, the Crawford team traveled to the City to conduct a 2-hour collaborative discussion with City stakeholders. Throughout this process, Crawford worked to understand details related to the City's communication approach such as:

- Key target audiences
- What information needs to be communicated
- Areas of strength and weakness
- Current barriers

Crawford conducted 11 interviews with key Mauldin stakeholders from Nov. 5-12, 2021 to guide and confirm its understanding of the current perceptions of City and what it will take to influence those perceptions.

Crawford conducted a citizen survey which closed January 7 and received over 750 responses.

ANALYSIS or STAFF FINDINGS

Crawford Strategies will provide a presentation on the Discovery Report and the Survey Results, along with an update on the development of the City's communication plan.

FISCAL IMPACT

None, as this item is for information only.

RECOMMENDATION

Following the presentation, it is recommended that City Council hold a Council Work Session with Crawford Strategies to work through their recommended communication plan.

ATTACHMENTS
