



Corner Renaissance

Board of Directors

March 28, 2017 ◦ Regular Meeting Minutes

Members Present:

Debbie Dial-Holtsclaw
Morgan Fann
Ray Herndon
Susie Reed
John Joe Salazar, Chairman

Others Present:

Sara Anderson, Main Street Coordinator
Doug Polen, Main Street Coordinator
Beppie LeGrand, Main Street S.C.

Call to Order

The meeting was called to order at 5:30 p.m.

Approval of Minutes

Motion to accept the minutes of the March 6, 2017 meeting made by Ms. Dial-Holtsclaw, seconded by Ms. Reed. Motion passed 5-0.

New Business

Chairman Salazar explained that he, Beppie, and Staff met prior to the meeting to go over the implementation plan. The Board discussed the following, and will present the ideas to the respective committees on April 17. The committees will be expected to flesh out the details for each as they begin to meet independently going forward.

Economic Vitality

- Three Incentives to attract downtown business
- Use the new business development folders to attract business, with a focus on the types of business suggested by the charrette
- Quantify usage of the Rec Complex by visitors, players, etc.
- Generate real estate sheets for all available properties on Main Street
- Forward existing business questionnaires to John Joe for use by the committee

Design

- Sponsorship of Banners
 - Sponsorship Amount, will the sponsor's names be displayed?
- Walk Program

- Organize a monthly walk among committee members to look for issues, such as litter, trees growing on buildings, etc.
- Mural Program
 - Funding, where located, competition among artists?
- Pocket Parks
 - Funding, where located

Promotion

- Ideas for a festival unique to Moncks Corner
 - Theme, time of year, relationship to what makes Moncks Corner special
- Shop Local Campaign
 - Cross Promotion of products among downtown stores
- Booth in Market/Float in Parade
 - Greater exposure of Corner Renaissance
- Fee for Membership
 - Nominal amount to show interest
 - Gift for membership, such as a window cling
- Shopping nights coordinated with Farmers Market
 - When – 1st Thursday?
 - Organize music artists at Unity Park

Committee chairs to report their progress at May meeting

Adjourn

Ms. Reed left at 6:25.

Motion to adjourn made by Mr. Herndon, seconded by Mrs. Dial-Holtsclaw. Motion passed 4-0.

Meeting adjourned at 6:30 p.m.