



**Corner Renaissance**

Board of Directors

April 12, 2016 ° Work Session Minutes

**Members Present:**

Dr. Tonia Aiken Taylor  
Debbie Dial  
Morgan Fann  
Ray Herndon  
Rev. Robin McGhee-Frazier  
Susie Reed

**Members Absent:**

John Joe Salazar

**Others Present:**

Sara Anderson, Main Street Coordinator  
Doug Polen, Main Street Coordinator

Implementation Strategies were discussed by each of the committees, as follows:

**Economic Development**

1. Define boundaries of Phase 1 Redevelopment Area
  - a. Phase 1 Railroad Avenue
  - b. Phase 2 Carolina Avenue to the Railroad
  - c. Phase 3 Railroad to Hwy 52
  - d. Phase 4 Carolina Ave to Hwy 17
2. Incentives
  - a. Research citywide incentive options already in existence by the State for adoption by the Town Council
  - b. Research the creation of Main Street-specific incentives, such as
    - i. Waivers for building permit fees
    - ii. Waivers for water/sewer tap fees
    - iii. Local hospitality and accommodations tax rebates
  - c. Use Retail Market Analysis to develop performance based incentives
3. Retail Market Analysis
  - a. Get estimates on the price for a retail market analysis
  - b. Budget for retail market analysis in 2016-2017 budget
  - c. Release RFQ to hire a firm to perform Retail Market Analysis
4. Quantify Recreation Complex customer base
  - a. Monday, Tuesday, Thursday local leagues (4-15 year olds)
    - i. Have someone go out and do a head count each night one week a month to get idea of total attendance
    - ii. Survey (or even just asking) random folks to find out where they're from

- b. Weekend Leagues
  - i. Tickets or wristbands to calculate attendance
  - ii. Recreation Director will have information on where the leagues are from
- c. Farmers Market
  - i. Tickets one market per month to calculate number of attendees
  - ii. Have vendors have sheets asking for information on where people are coming from. Or, the town/Corner Renaissance can have someone manning a booth for that information
- d. Other Events
  - i. Tickets?

## Design

1. Getting the House in Order: Highly Visual Early “Wins” for Downtown
  - a. Work with Butch Svagerko, Public Service Director to design downtown tree, shrubbery, and flower planting
  - b. Develop plan to pay for plantings. Donations, Corner Renaissance membership fees, town support, grants, etc.
  - c. Work on banner strategy. Nice, durable banners to hang from utility poles to draw attention to downtown, Corner Renaissance
2. Public Realm Polishing: Enhancing the Areas Connecting to Downtown
  - a. Work on alleyway and pocket park strategy
    - i. Get with owners to find interest and acceptability
    - ii. Funding, see above
  - b. Work on mural program
    - i. Where, who pays for, who does the mural
    - ii. Funding, see above
  - c. Main Street Entrances
    - i. Design
    - ii. Funding
3. Planning Your Preferred Future: An Initial Vision for Moncks Corner
  - a. Conceptual Downtown Charrette
    - i. As with Market Analysis, estimate price, budget for 2016-17, release RFQ
    - ii. Can it be done with Market Analysis and Re-Branding effort?
4. A Facelift for Downtown: Raising the Bar on Design in Downtown
  - a. Research and implement Façade Grant program
  - b. Creation of overlay district and new design guidelines
  - c. Abandoned/dilapidated building policy

## Promotion & Marketing

1. Additional Event needed throughout year – not just at time of the four main festivals
  - a. Work with SC Festival & Events Association to determine best time and theme for new festival (avoid competition)
  - b. Create festival committee EARLY. To do it right, it takes time and money
  - c. Work on funding options
2. Improve communications
  - a. Listserv for members
  - b. Newsletter?
  - c. Regular Corner Renaissance meetings for merchants, esp. at holidays or event times to coordinate events
3. Branding and Imaging Campaign
  - a. Should be part of Charrette/marketing study
  - b. Maps and brochures downtown so visitors know where to shop and eat
4. Shop Local campaign
  - a. Create real Corner Renaissance membership
    - i. Nominal Fee in beginning. If people don't want to join, they shouldn't get the benefits of the group
  - b. Create Corner Renaissance Facebook Page for membership deals, ads, and events/news
  - c. Cross-Promotion – stuff sold in what shop that belongs to another shop
  - d. Moncks Corner bucks (Corner Currency?) – gift certificates for downtown shops only
5. Evaluate the current festivals
  - a. Survey attendees
    - i. Tickets or wristbands to get headcount
    - ii. Survey booth with free stuff to get people to fill out real surveys
    - iii. Find out where people are from and how the festival was
    - iv. Survey vendors
    - v. Use contacts with SC Festival & Events Association to see better ways to survey
6. Join the S.C. Festival & Events Association – Approximate cost \$200/year
  - a. The member registers the festival itself. Get with Sara to choose the festival we wish to promote
    - i. 4<sup>th</sup> of July?