



Corner Renaissance

Board of Directors

April 5, 2016 ◦ Regular Meeting Minutes

Members Present:

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

Others Present:

Sara Anderson, Main Street Coordinator
Charlotte Cruppenink, Town Council
Beppie LeGrand, MASC
Doug Polen, Main Street Coordinator

Call to Order & Invocation

The meeting was called to order at 5:35 p.m. Invocation was performed by Dr. Taylor.

Approval of Minutes

Motion to accept the minutes of the March 1, 2016 meeting made by Dr. Taylor, seconded by Mr. Herndon. Motion passed 6-0.

Discussion Concerning Baseline Study Components

Beppie LeGrand led the discussion concerning the Design, Economic Vitality, and Promotion components of the baseline study. The Board ranked each of the proposed goals of the four components in order of importance.

Design:

1. Getting the House in Order: Highly Visual Early Wins for Downtown
2. Public Realm Polishing: Enhancing the Areas Connecting to Downtown
3. Planning Your Preferred Future: An Initial Vision for Moncks Corner
4. A Facelift for Downtown: Raising the Bar on Design in Downtown

Economic Vitality:

- 1-t. Define Boundaries of Phase 1 Redevelopment Area
- 1-t. Incentives
2. Retail Market Analysis
3. Quantify Recreation Center Customer Base

Promotion & Marketing:

1. Additional Events Needed Throughout Year
- 2-t. Improve Communications
- 2-t. Branding and Imaging Campaign
- 3-t. Evaluate the Current Festivals
- 3-t. Shop Local Campaign

Must Do: Join the S.C. Festival and Events Association

Beppie explained that the committees will need to secede the Who, the Resources Needed, and the Deadline for each goal. The Design Committee should have approximately 7-9 members; Economic Vitality, 7-9; Promotion & Marketing, 10-12.

The Board Members volunteered for the various committees, as follows:

Design

Ray Herndon
Rev. Robin McGhee-Frazier
Staff: Doug Polen

Economic Vitality

JohnJoe Salazar
Dr. Tonia Aiken Taylor
Staff: Doug Polen

Promotion & Marketing

Debby Dial
Morgan Fann
Susie Reed
Staff: Sara Anderson

The committees decided to meet prior to the April 18 full meeting in order to flesh out strategies for each of the goals.

Adjourn

Motion to adjourn made by Dr. Taylor, seconded by Ms. Dial. Motion passed 7-0. Meeting adjourned at 6:50 p.m.

John Joe Salazar, President

Susie Reed, Secretary