

**City Council of the City of Greenville
Work Session**

**Monday, October 25, 2021
4:00 p.m.**

**Meeting Location:
Greenville Convention Center, 1 Exposition Drive**

MINUTES

CITY COUNCIL: Mayor Knox White; Councilmember John M. DeWorken, Councilmember Lillian B. Flemming, Councilmember Kenneth C. Gibson, Councilmember Wil Brasington; Councilmember Russell H. Stall; and Councilmember Dorothy H. Dowe

CITY STAFF: City Manager John F. McDonough; City Attorney Michael S. Pitts;
City Clerk Camilla G. Pitman

Mayor White called the meeting to order for the purpose of discussing the following matters.

Downtown Greenville Retail Recruitment

Economic and Community Development Director Merle Johnson introduced Charles Parker with The Retail Coach who provided a presentation on downtown Greenville retail recruitment as located in Council's Agenda packet. Mr. Parker presented information regarding a data study performed between August 2020-August 2021 to determine retail trade areas in downtown Greenville. Mr. Parker also presented statistics and tools for encouraging and promoting retail opportunities in downtown Greenville.

Mr. Parker shared a list of missing brands and unique retail for downtown Greenville as well as average square footage necessary for those businesses. Mayor White asked for data showing potential retailers where existing retailers are located in connection to a potential available sites. Mr. Parker referred to literature already available providing the requested information. Councilmembers commented on Greenville being unique and the need for future businesses to recognize and showcase the City's branding. Mr. Parker responded that it is important that potential retailers be place based and a fit within the local area.

Regarding the next step, Mr. Johnson advised The Retail Coach is already reaching out to local, regional, and national brands. Mr. Johnson asked Council to share any additional questions or feedback they may have. Mr. Johnson stated they are working to augment some of the data with some other technology to assist with the statistics. Mr. Johnson referred to a list of businesses that the City is actively recruiting and recommended sharing that information at another time in executive session to maintain confidentiality with those efforts. Regarding rentals in downtown, Mr. Parker advised the average is \$34 or \$35 per square foot which is competitive. Mr. Johnson stated that staff meets regularly with the building owners sharing with them the City's objectives and working with them to adjust the rental amounts to accommodate new retailers.

Motion - Executive Session

During the open Work Session, Mayor White asked for a motion to go into Executive Session. City Attorney Mike Pitts recommended going into executive session to discuss the following

under S.C. Code §30-4-70, subsection (a)(1) a boards and commissions appointment and subsection (a)(2) negotiations regarding a potential land disposition/acquisition in the vicinity of Haywood Road area and negotiation efforts involving the acquisition of the Bowater Building.

Councilmember Flemming moved, seconded by Councilmember Stall, to go into Executive Session. The motion carried unanimously.

(Executive Session)

There being no further discussions, Councilmember Brasington moved, seconded by Councilmember Gibson, to go out of Executive Session. The motion carried unanimously. No action was taken.

With no further discussions, the meeting adjourned at 5:25 p.m.

Camilla G. Pitman, MMC, Certified PLS
City Clerk

Meeting notice posted on October 22, 2021