

# MINUTES

## URBAN RENEWAL AND ECONOMIC DEVELOPMENT COMMITTEE MEETING

5:30 P. M., MAY 9, 2019

A/V CONFERENCE ROOM

Brent Burton, Chairperson, called the meeting of the Charleston City Council Committee on Urban Renewal and Economic Development to order at 5:30p.m., MAY 9, 2019, in the Audio/Visual Room in City Hall.

### Committee Members Present:

Brent Burton, Chair  
Tiffany Wesley-Plear, Vice Chair  
Naomi Bays  
Caitlin Cook (via phone)  
Jennifer Pharr

### Others:

Keeley Steele  
Adam Knauff  
Jeff Mace  
Ric Cavender  
Vic Grigoraci  
Larry Malone

1. Approval of Previous Minutes – Councilmember Bays moved to approve the minutes of the previous meeting on 4-4-2019. Councilmember Pharr seconded. There was no objection and the minutes were approved.

2. Charleston Main Streets Presentation – Councilmember Burton introduced Ric Cavender who is the Executive Director of Charleston Main Streets. Ric Cavender distributed the group's Annual Report to the Committee members. Highlights of the presentation included:

- They are part of a national network of about 1,300 certified programs. In West Virginia, Charleston is the only city with 2 certified communities.
- Each district has an elected board of advisers of 16-18 people, who oversee the action plan that is put in place every year.
- Their 4 Pillars of Development are: Business and Economic Development, Business Promotion and Enhancement, Public Space Improvements and Destination Events and Marketing.
- Marketing endeavors are solely based around promoting business or projects that are happening within the districts. Last year, their social media reach was 1 million people.
- They host 5 main events every year: East End Yard Sale, Foam at the Dome, HallowEast, Ice Cream for the Arts and OktoberWest.
- Micro Loan Program – to small businesses for gap funding.
- Bridge Builders Program - \$5/month membership fee that will fund ongoing urban revitalization.

3. Bigley Avenue Economic Development Foundation – Councilmember Knauff and CFO Jeff Mace addressed the committee to discuss the Foundation. Highlights of their presentation included:
  - Inaugural Project – a clean-up of the former 7-11 Convenience Store location on Bigley Ave. Volunteers cleaned up the property which is now for sale.
  - Opportunity Zones/Renewal Areas – their area of focus does not fall within these designated zones.
  - Full Color Magazine- During FestivAll, they will be painting the hidden stream path that goes from Garrison Avenue to Elk River, highlighting Charleston’s largest contained watershed and how our actions affect the water quality of our rivers.
  - Mural on Bigley Avenue
  - They would like the Committee’s help with obtaining revenue estimates for their business district. This information will help them bring in new businesses.
  - They invited the Committee to their meeting on May 23, 2019.
4. Discussion – Councilmember Burton stated that the next meeting is tentatively set for June 13 at 5:30 pm. Councilmember Steele reminded the Committee of Narcan Training on May 13, 2019.

Councilmember Bays motioned to adjourn the meeting. Councilmember Wesley-Plear seconded.

Meeting adjourned.