



**COLUMBIA ECONOMIC DEVELOPMENT & INFRASTRUCTURE COMMITTEE
MEETING MINUTES
TUESDAY, JANUARY 10, 2023**

The Columbia Economic Development & Infrastructure Committee conducted a meeting on Tuesday, January 10, 2023 at City Hall, 1737 Main Street, 2nd floor, Columbia, SC 29201. The Honorable Daniel J. Rickenmann, Interim Chair called the meeting to order at 1:00 p.m.

Attendee Name	Title	Status
Will Brennan	Member	Present
Aditi Bussells	Member	Present
Daniel J. Rickenmann	Interim Chair	Present

COMMITTEE DISCUSSION

1. Economic Development Partner Update from the Columbia World Affairs Council - Mr. Dickson Monk, Executive Director

Mr. Dickson Monk, Executive Director of the Columbia World Affairs Council presented an update from the Columbia World Affairs Council. The World Affairs Council is the steward of our sister city relationships. It provides education and international relationships for our city and partners abroad. He talked about the chairman's recent travels to Switzerland to reignite their 2019 Network City Strategy, which focuses on key partner cities for economic development education. The purpose is to find accelerating technology or innovation talent based companies in Europe and help them establish their first office in the United States and more specifically in Columbia. Additional projects include the Artist Exchange, working with the Master of International Business program at USC and the Benedict College Business Development Center.

Mayor Rickenmann asked about moving forward with growing our sister cities. Do we need to consider moving sister cities into a separate program?

Mr. Dickson Monk, Executive Director of the Columbia World Affairs Council said we can move forward successfully with the partnerships that we already have. I would like to allocate manpower to make sure we are keeping the city engaged.

Councilor Brennan asked what kind of presentation/marketing package is used when you are talking about Columbia. How do we streamline that conversation?

Mr. Dickson Monk, Executive Director of the Columbia World Affairs Council said we would like to collaborate and fine-tune our presentations and our image towards this network of cities.



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Councilor Brennan thanked Mr. Monk for his presentation. He suggested working with Ryan Coleman and his team to bring the branding forward.

2. Economic Development Partner Update from the Central SC Alliance - Mr. Nelson Lindsay, President & CEO

Mr. Nelson Lindsay, President & CEO of the Central SC Alliance provided an update from the Central SC Alliance. Central SC is an eight county regional alliance, representing the City of Columbia and the eight surrounding counties. The idea of regionalism is that we are better as a larger community selling assets domestically across the world. In the area of marketing, we have website promotion, separate pages for each community, a robust available building location tool, and monthly property e-blasts, a photo/video library, and social media. We have in-house research capabilities and the use of database subscriptions to respond to questions. We continue to work with the Department of Commerce, the local economic development office, and a lead generation firm that targets specific sectors. We assist companies with planning tours and we play a support role even if the lead is coming from somewhere else. We are an extension of your economic development office. We are able to provide these services in a cost effective manner.

Dr. Bussells said out of the counties you represent, there is a varying degree of diversity and potential for the types of industries coming in. How do you balance this? What would you say is your greatest success for the city?

Mr. Nelson Lindsay, President & CEO of the Central SC Alliance said we meet regularly with local developers to make sure what we're doing meets the developers' goals. For Columbia, we are working with Commerce to go after those companies that are pulling in more remote/hybrid employees. In the past, we were working to incentivize people to work in their community. We are discussing how to change our typical manufacturing incentives to go after the smaller, high value, and high paying companies. We were involved with Cap Gemini and worked alongside Ryan and the State to bring companies to the area.

Councilor Brennan asked how we are doing on workforce development.

Mr. Nelson Lindsay, President & CEO of the Central SC Alliance said that everyone has a role in workforce development and there are a lot of people in this arena. We have an advantage with the University and the amount of colleges that are here. The trick is getting those 60,000 students to stay here.



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Mayor Rickenmann said there needs to be further conversation with the Alliance. Even the representatives from the universities don't realize the opportunities that are here. We need urban development and density improvement downtown.

EXECUTIVE SESSION

Upon a motion made by Councilor Brennan and seconded by Dr. Bussells, the committee voted unanimously to enter into Executive Session at 1:41 p.m. for the discussion of item 3.

3. Discussion of matters relating to the proposed location, expansion, or provision of services encouraging location or expansion of industries or other businesses in the area served by the public body pursuant to §30-4-70(a)(5) – *Received as information. No action was taken.*
 - *Vista Depot*
 - *Project Steeple*
 - *Project Siquno*
 - *Project Stratus*
 - *Project Canary*

ADJOURNMENT

The meeting was adjourned at 2:23 p.m.

Respectfully submitted:

Erika D. Moore Hammond, CMC
City Clerk