



**ECONOMIC DEVELOPMENT & INFRASTRUCTURE COMMITTEE MEETING
MINUTES
TUESDAY, JUNE 11, 2024**

CALL TO ORDER

The Economic Development & Infrastructure Committee conducted a meeting on Tuesday, June 11, 2024 at the Busby Street Community Center, 1735 Busby Street, Columbia, SC 29203. The Honorable Peter M. Brown, Chair called the meeting to order at 1:16 p.m.

Attendee Name	Title	Status
Peter M. Brown	Chair	Present
Will Brennan	Member	Present
Aditi Bussells	Member	Present

APPROVAL OF MINUTES

1. Approval of April 9, 2024 and May 14, 2024 Economic Development Committee Meeting Minutes – *Approved*

Upon a motion made by Mr. Brennan and seconded by Mr. Brown, the Committee voted unanimously to approve the April 9, 2024 and May 14, 2024 Economic Development Committee Meeting Minutes.

PRESENTATIONS

2. Retail Recruitment Strategy Update – Mr. Charles Parker, Director – Retail Strategy for The Retail Coach – *Received as information*

Ms. Grace Salter, Business Recruitment Manager for the Economic Development Department said The Retail Coach is a national retail consulting market research development firm. They combine strategy, technology, and creative expertise to deliver high impact retail recruitment and development strategies for local government. At the International Council of Shopping Center Conference (ICSC) in Las Vegas, they were instrumental in connecting me with retailers and developers from across the country.

Mr. Charles Parker, Director - Retail Strategy for The Retail Coach shared a presentation highlighting their scope of services including market analysis, how they determine retail opportunities, and identify retailers for recruitment. He shared their utilization of geo-fencing, psychographic data, and sub marketing methods to craft individual narratives for each area (i.e., Five Points and the Vista). The Retail Coach's core value is to assist with the alignment of retailers and projects that desire to be in Columbia.



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There was discussion about Columbia attracting regional or national retailers, conductivity of the current environment for attracting talent in retail recruitment, compiling a list of comparable markets in the Southeast, and peer communities.

COMMITTEE DISCUSSION

3. City of Columbia Brand Guidelines and Marketing Requirements - The Honorable Peter M. Brown – *Received as information*

Councilor Brown said everyone is feeling the vibe around Columbia but we don't have a unified marketing/messaging vibe for this community. With our new logo, this is a great time to figure out how we unify Columbia into a core message that can be grown independently and tell our story, while getting everyone involved.

Mr. Bryant Lambert, SVP, Client Relations/Crawford Agency explained the need for a messaging strategy, which will communicate how we talk about Columbia.

There was discussion about grantees adhering to brand guidelines; what is colloquially known about Columbia; the necessity for a coordinated effort in selling Columbia; the City taking the lead; helping partners feel ownership over the outcome; having language and imagery that blends in easily for partners; and creating merit and buy-in with Crawford facilitating discussions with partners.

4. Shaw Circle's Innovation Tour Playbook - Mr. Ryan Coleman, Economic Development Director – *Endorsed for City Council Consideration*

Mr. Ryan Coleman, Economic Development Director provided an introduction to a proposal from Shaw Circle called the Peer-to-Peer Southeast Innovation Engagement Tour. Shaw Circle is a group comprised of financial and computer science majors who recently participated and placed third in the iQuHack (interdisciplinary Quantum HACKathon) in February. Following that success, they reached out to help market and strategically position the City of Columbia as a leader of innovation and entrepreneurship. The Peer-to-Peer Southeast Innovation Engagement Tour's objective is to engage with higher education institutions, businesses, and capital groups to promote Columbia's advancements in Quantum programming and higher education. Key goals include fostering partnerships, raising awareness about Columbia as an innovation hub, and gathering insights into other cities' strategies for future growth in technology sectors.

There was discussion about desired outcomes, including media coverage and contacts made during the tour; integrating these efforts with existing branding, to leverage earned media and



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attract new investments; plans to host a hackathon at the University of South Carolina; potential of a niche brand ambassador program; tour logistics, including how connections and leads generated will be tracked and fostered locally; and positioning Columbia as a hub for entrepreneurial growth and innovation while leveraging the tour as a catalyst for economic development and talent retention.

After consideration, there was consensus of the committee to endorse the contract with Shaw Circle.

5. Proposed Business License Ordinance Revisions - Ms. Kelly Smith, Business License Administrator – *Endorsed for City Council Consideration*

Ms. Kelly Smith, Business License Administrator discussed the edits that were needed for the certificate of public convenience and necessity for taxi cabs. Attention was given to refining Article 2, Division 3, Section 24-102, Letter C regarding issuance and revocation. It was decided to remove a clause requiring a 60-day waiting period for resubmission after denial. Instead, the revised policy states that decisions by the Council are final, allowing applicants to reapply after a six-month period following denial or revocation.

There was consensus of the committee to endorse the ordinance revisions for City Council's consideration.

Ms. Teresa Wilson, City Manager requested the wording read as "decisions by City Council."

ADJOURNMENT

The meeting was adjourned at 2:25 p.m.

Respectfully submitted:

Erika D. Moore Hammond, CMC
City Clerk