



**COLUMBIA ECONOMIC DEVELOPMENT & INFRASTRUCTURE COMMITTEE
MEETING MINUTES
TUESDAY, JUNE 13, 2023**

CALL TO ORDER

The Columbia Economic Development and Infrastructure Committee met on Tuesday, June 13, 2023 at City Hall (Mayor's Conference Room), 1737 Main Street, Columbia, South Carolina. The Honorable Peter M. Brown, Chair called the meeting to order at 2:00 p.m.

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

COMMITTEE DISCUSSION

1. Policy establishing parameters related to signage, branding, and maintenance

Mr. Robert Anderson, Director of Public Works presented photo mockups of branding throughout the City.

Councilor Bussells expressed concern with the inconsistency in branding across Columbia. This speaks to the issue of being able to sell Columbia in a cohesive manner. What kind of process do we want to put into place to ensure that all signage is consistent?

Councilor Brown said signs tend to last forever. More signs beget more signs.

Mr. Robert Anderson, Director of Public Works suggested that we look at peer cities for examples of signage and a policy.

Councilor Brennan said marketing materials for the merchants' associations within their hospitality districts is a good thing but I would like to get away from signs on poles. We also have to consider maintenance. I would accept the request from the Vista Guild.

Councilor Bussells suggested that one guideline could be that the entertainment districts must include Columbia, South Carolina.



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Councilor Brennan said I would agree if we put hospitality tax funds towards rebranding purposes for each hospitality district.

Upon a motion made by Dr. Bussells and seconded by Mr. Brennan, committee members voted unanimously to direct staff to develop a process that provides consistency and guidelines for branding within our hospitality districts, by the end of the year.

2. Zoning Simplification - The Honorable Peter M. Brown, Committee Chair

Councilor Brown asked to start a process of zoning awareness that will move into a process of zoning simplification.

Councilor Brennan requested an update on the Business Friendly initiative at the August 8, 2023 committee meeting.

Ms. Krista Hampton, Director of Planning and Development Services presented an overview of zoning and what has been done previously. Our new code is a vast improvement.

Councilor Brown requested a firm awareness of the different zoning by area, overlays by area, and consistency within the zoning ordinance.

Ms. Krista Hampton, Director of Planning and Development Services said the code is law and mediator. We can do a good job of getting the message out about the improvements of the code. This is a technical document, which is why we are here to help impart the information.

3. Create Opportunity Funding Request – Mr. Ben Rex, CEO & Founder / Cyberwoven, LLC

EXECUTIVE SESSION

Upon a motion made by Mr. Brennan and seconded by Dr. Bussells, Council voted unanimously to enter into Executive Session at 2:55 p.m. for the discussion of item 4.



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4. 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)

Project Tango

ADJOURNMENT

The meeting was closed at 3:05 PM

Respectfully submitted:

Erika D. Moore Hammond, CMC
City Clerk