



**COLUMBIA ECONOMIC DEVELOPMENT & INFRASTRUCTURE COMMITTEE
MEETING MINUTES
TUESDAY, NOVEMBER 14, 2023**

CALL TO ORDER

The Columbia Economic Development & Infrastructure Committee conducted a meeting on Tuesday, November 14, 2023 at 3:00 p.m. at City Hall (Mayor's Conference Room), 1737 Main Street, 2nd Floor, Columbia, South Carolina 29201. The Honorable Peter M. Brown called the meeting to order at 3:02 p.m.

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

PRESENTATION

1. Central SC Alliance Update - Mr. Jason Giulitetti, President and CEO / Central SC Alliance

Mr. Jason Giulitetti, President & CEO/ Central SC Alliance said return on investment is very important to us. We are going to do a lot of lead generating to create opportunities to bring companies to the region while looking at individual communities and ensuring that we're offering opportunities for the residents to have a better quality of life. We will do that through extensive marketing. I love to tell the story through earned media. Then we'll get those articles in publications around the country. We are very inclusive. I view every resident in this community and this region as a part of the economic development team. We're resource driven and focused on deploying our resources effectively. I'm fiscally conservative. I try to make dollars stretch as far as possible, knowing we don't have a lot of them. I love to make sure that we're measuring every single thing we do. You will be able to see the return on investment, understand how we are deploying our resources, and share feedback on what we're doing. Starting next year, we will be hosting outward facing events and activities including bi-monthly investor meetings. We're reevaluating our strategy and how we attract companies that can come here.

There was a discussion about the goals in changing fiefdoms, building urban density and cultural entrepreneurship, and developing a pipeline.

Councilor Brown requested an annual pipeline presentation from the Central SC Alliance.



**COLUMBIA ECONOMIC DEVELOPMENT & INFRASTRUCTURE COMMITTEE
MEETING MINUTES
TUESDAY, NOVEMBER 14, 2023**

COMMITTEE DISCUSSION

2. Gateway Beautification Projects & Signage Update - Mr. Robert Anderson, Director of Public Works

Mr. Robert Anderson, Director of Public Works provided an update on beautification efforts within the city's gateways. These efforts include a mowing contractor, the utilization of self-watering pots and small businesses, new plantings at various locations, and fence repairs in medians. The Forestry and Beautification Division was awarded a \$290,000 Tree Grant. It is a five year grant that allows us to give away 1,500 trees and provide education sessions. We are moving forward with bids for the Midlands Business Leadership Group project along Highway 302 from the interstate to the entrance of the airport. The second project is on Forest Drive at the entrance to Fort Jackson. Under the sidewalk maintenance project, crews rotate the main thoroughfares to mow, edge and trim those areas. We are sending letters to residents regarding their maintenance responsibilities. We continue to remove sign litter as it is seen throughout the city. The Five Points Beautification Project is out for bid and we asked to see the plans. We went out for bid on the gateway signs and we have a sign with a ten year maintenance plan. It is a simple brick and aluminum sign with a curved top. The sign is illuminated and we have the capability to change the color. We also have secondary and tertiary signs. The tertiary signs can be printed in-house.

There was a discussion about the proliferation of yard signs used by businesses, the current budget for gateway beautification particularly along Garners Ferry Road, and the projected amount needed for all beautification efforts per square mile.

There was consensus of the committee for Council to decide on the location of primary signs, staff will make recommendations on the placement of secondary and tertiary signs at the next meeting, to remove the ellipses from the design, use the new brand guidelines to finalize the design, and then share the design with City Council.

EXECUTIVE SESSION

Upon a motion made by Mr. Brennan and seconded by Dr. Bussells, the Committee voted unanimously to enter into Executive Session at 3:50 p.m. for the discussion of **Item 3**.



We Are Columbia

**COLUMBIA ECONOMIC DEVELOPMENT & INFRASTRUCTURE COMMITTEE
MEETING MINUTES
TUESDAY, NOVEMBER 14, 2023**

-
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 S.C. Code §30-4-70(a)(5)
- *Project Orië*
 - *Project Streams*

ADJOURNMENT

The meeting was adjourned at 4:31 p.m.

Respectfully submitted:

Erika D. Moore Hammond, CMC
City Clerk