

**Beaufort County Economic Development Corporation
May 20th – Regular Meeting – 2:00 pm
Technical College of the Lowcountry, New River Campus**

Meeting Minutes

Present: Feaster, Alsko, Carns (designee for Gough), Dallas, Fobes, Mantua, Murray, Patrick (designee for Panu), Shelton, Sulka, Sommerville
Absent: Rodriguez, Panu, Gough
Staff: O'Toole, Stone
Guests: Eric Somerville, Joe Fragale, Eleanore Lightsey, York Glover, Kay Maxwell

Chair Feaster called the meeting to order at 2:00 pm.

Chair Feaster entertained a motion to enter executive session to review the confidential projects; Murray moved; Sommerville seconded; approved unanimously; the Board entered executive session at 2:02 pm.

Chair Feaster entertained a motion to exit executive session; Mantua moved; Murray seconded; The Board exited executive session at 2:35 pm. No motions or votes were taken in executive session. Public session followed.

Chair Feaster entertained a motion to approve March 18th minutes; Murray moved; Dallas seconded; approved unanimously.

Chair Feaster entertained a motion to renew Mike Alsko's term on Southern Carolina Alliance's board; Dallas moved; Mantua seconded; The motion was approved 10:0 with Paul Sommerville abstaining.

The BCEDC worked with Andrews Engineering on the design and engineering of a 25,000 sq. ft. building pad. This project is being done when partial funding from a 2018 SC Department of Commerce Site Enhancement Grant. Andrews has completed the engineering portion of the project and has bid the work out. Two bids were received by the BCEDC – JR Wilson and Cleland. Chair Feaster entertained a motion to approve the award of the bid to the low bidder, JR Wilson, and for the EDC to have the ability to negotiate on the price; Murray moved; Shelton seconded; approved unanimously.

The BCEDC is applying to SC Department of Commerce for a 2021 Site Enhancement Grant. The BCEDC plans to submit an application requesting funding for the mitigation of wetlands at the Beaufort Commerce Park. Currently, the Beaufort Commerce Park has several wetland areas around Schork Road, in particular a portion of 'Lot 10' and 'Lot 7,' which are considered prime development sites due to their lack of MCAS use restrictions and proximity to other development projects at the Park.

O'Toole provided an update on 2020-2021 BCEDC budget. BCEDC to establish subcommittee made up of Ashley Feaster, Greg Shelton, and Steve Fobes to assist with budget.

O'Toole and Stone provided update on BCEDC activity. BCEDC has currently attracted \$25.78 million in capital investment, 223 new jobs (annual compensation of \$10.2 million at completion), and 92 leads in FY 2020-2021. The BCEDC has also completed 41 existing industry visits and brought in \$1.45 million in external incentives for companies and site development grants.

Project Garden, Materials Research Group is a New Jersey manufacturer moving their operation to Lot 15 of the Beaufort Commerce Park. They will construct a 10,000 sq. ft. facility, invest \$3.19 million and create 26 new jobs. The company is working with Beaufort Design Build and is bidding out their project in the upcoming weeks. Project Mira, is a California company purchasing an existing 48,000 sq. ft. facility in Beaufort. The

company will be a dry food distributor and create 28 new jobs with an investment of \$2.05 million. The BCEDC is also working with Project Fox, a firearms and ammunition distributor considering the area and Project Rogue, an existing Hilton Head Island machine shop that is considering an expansion and the purchase of an additional 8,000 sq. ft. facility. The BCEDC also had a recent visit from Project Legacy, an aerospace company out of Illinois. The company met with the City of Beaufort, SCDOC, as well as workforce resources. They received a call from Bobby Hitt and are moving through their decisionmaking process. They are considering Beaufort, SC and Indiana. Magnus Development Partners has broken ground at the Beaufort Commerce Park. They are planning a groundbreaking ceremony in the upcoming weeks. The roads are to also be paved out at the Commerce Park. The BCEDC is also working with Lowcountry Fresh Market, Glass WRX, and Stoneworks on ribbon cutting ceremonies.

SCA Update, Kay Maxwell, SCA has 24 new lead meetings from Camoin 310, a lead generation firm, and have contracted for another 36. Will look to convert to in-person meetings in September when travel opens up further. SCA has an A-quality lead with a metal fabrication company. SCA continues to utilize Gazelle AI to gather leads. SCA will be completing SCBIO in June, a bio marketing mission in Boston, and in October will be doing another life science marketing mission to California. Also in October, SCA will be in Japan for SEUS-Japan and for marketing mission. SCA will also be participating in Airmark in Montreal and a trade mission to Italy, Australia, and a Dallas site selectors mission in November. Site Selector Magazine named Agriculture Tech Campus one of the 'top 20 deals' in North America.

Marketing Update, Nate Schaub, DMS Group, have been laying the groundwork for establishing a brand and a compelling message. BCEDC has worked to establish consistent feel across marketing material, website, and 'sales pitch.' DMS Group also allows for customized material – Project Legacy submittal, and Project Market IEDC award application. BCEDC also worked with DMS Group on the design and implementation of a display at the Hilton Head Island Airport Terminal. Next steps in 2021: Continue to build brand awareness among target audience through targeted advertising, Continue to grow our digital and print toolkit, Strategy/partners/tools for ongoing lead generation and nurturing, Reboot Converge as a platform for communication and collaboration among regional stakeholders.

Convergent, Nonprofit Fundraising Solutions Update, Rick Kiernan, typically fundraise over a 5-year period of time. Typical raise is \$1 million to \$5 million. Convergent uses ROI methodology. Methodology based upon number of new primary jobs, primary wage rate paid, calculated indirect jobs created, calculated indirect wage rate paid, total payroll, net personal consumption expenditures, deposit potential for area financial institutions. Convergent focuses on market share and growing the pie. Feasibility Study takes approximately 2 to 3 months. This encompasses preparation, interviews, analysis, and results in the opportunity analysis report.

Joe Passiment, County Council Chairman, would like to see communication from EDC to new County Council members. Stephen Murray to come to County Council to educate County Council on EDC.

Chair Feaster recommends moving the discussion of the strategic planning session to the agenda for next board meeting due to time constraints. The item will be discussed at the June meeting.

The meeting was adjourned at 4:19 pm.