

Minutes
York County Council Workshop
September 14, 2021
1070 Heckle Boulevard, Rock Hill, SC
Large Conference Room
6:00pm

The York County Council met on the above date for a York County Council Workshop at 6:00pm located at 1070 Heckle Boulevard, Large Conference Room, Rock Hill, South Carolina. The following Council members were present: Vice-Chairman Robert Winkler, Council member Tom Audette, Council member Allison Love (by telephone), Chairwoman Christi Cox, Council member Brandon Guffey, Council member Joel Hamilton and Council member William “Bump” Roddey. Also present were County Manager, David Hudspeth, Assistant County Manager, Mike Moore, Assistant County Manager/Finance Director, Kevin Madden, County Attorney Michael Kendree and Clerk to Council, Karen Brogdon.

Chairwoman Christi Cox called the meeting to order.

County Manager, David Hudspeth led the discussion regarding the mid-year review of Council’s Strategic goals. Mr. Hudspeth explained that many of the goals have been completed or are in process. He stated that he felt the County was in a good position of completing the goals set by Council.

Mr. Hudspeth also provided an update and led the discussion regarding the Economic Development Strategic Plan. Mr. Hudspeth explained that the ED Strategic Plan that was presented several months ago has been revised.

David Swenson presented the revised strategic plan.

1. Asset Development
 - a. Create an infrastructure, land use, and funding plan to provide water and sewer to targeted areas of the County. 2022-2023
 - b. Develop a collaborative product development plan with public and private stakeholders. 2022-2023
 - i. Develop a more specific plan for the County EDF and the American Rescue Plan to supplement product development. 2022
 - c. Engage a consulting firm to analyze optimal locations in the County for new business park developments. 2022-2023
2. Communicate the Brand
 - a. Conduct a more proactive external outreach to companies and consultants. 2023-2028
 - b. Develop a stronger and more collaborative marketing effort to support common goals and messaging about York County as the place to do business. 2023
 - c. Communicate regularly with the County Council on all things economic development. Ongoing
3. Execute Effectively
 - a. Enhance and update the County’s incentive guidelines. 2023

- b. Establish a public/private workforce council to help fill the talent pipeline. 2023-2024
- c. Conduct economic and community development leadership learning labs in other inspirational communities (community visits). 2023-2028
- d. Supplement the TCED budget by \$100,000 annually to support marketing, product development, and related items in this report to implement this strategic plan. 2023
- e. Modify the governance structure of the YCED with an oversight board appointed by the County Council and York County Growth Partners. 2023

Staff made the following recommendations for next steps 2021-2022 fiscal year

- 1. Modify the governance structure of the YCED with an advisory board appointed by the County Council and York County Growth Partners.
 - a. County Management and ED recommend modifying County ED Board Ordinance to address new structure that would reduce board from 18 to 13 board members.
 - i. Public Sector: 8
 - 1. 3 members of the York County ED Committee of Council
 - 2. 5 appointment representing manufacturing, service, real estate, financial services and industry sectors;
 - ii. Private Sector: 3
 - 1. YCGP recommend three from their membership for approval by Council
 - iii. Education/Workforce Development: 2
 - 1. President of Winthrop and President of York Tech (or designee)
 - iv. Ex Officio: County Manager, York County Regional Chamber President (or designee)
- 2. Enhance and update the County's incentive guidelines
- 3. Develop a collaborative product development plan with public and private stakeholders
- 4. Create an infrastructure, land use, and funding plan to provide water and sewer to targeted areas of the County
- 5. Communicate regularly with the County Council on all things economic development

Staff made the following recommendations for next steps for years 2023 and beyond

- Establish a public/private workforce council to help fill the talent pipeline;
- Conduct economic and community development leadership learning labs in other inspirational communities;
- Consider additional funding to support marketing, product development, and related items as identified in the strategic plan;
- Continue efforts to conduct external outreach to companies and consultants through existing regional marketing alliances and the South Carolina Department of Commerce;
- Develop a stronger and more collaborative marketing effort to support common goals and messaging about York County as the place to do business.

Council took this information under advisement and will follow up with staff/management as soon as possible.

There being no further discussion, a motion to adjourn was made by council member Joel Hamilton and seconded by Council member Robert Winkler. Motion carried.