

MAYOR
ELISE PARTIN

MAYOR PRO-TEM
JAMES E. JENKINS

COUNCIL MEMBERS
TARA S. ALMOND
PHIL CARTER
EVA CORLEY

CITY MANAGER
REBECCA VANCE

ASSISTANT CITY MANAGER
SHAUN M. GREENWOOD

**City of Cayce
Special Council Meeting
February 17, 2016**

A Special Council Meeting was held this afternoon at 5:00 p.m. at the Cayce Tennis and Fitness Center. Those present included Mayor Elise Partin, Council Members Tara Almond, Phil Carter, Eva Corley, and James Jenkins. City Manager Rebecca Vance, Assistant City Manager Shaun Greenwood, Municipal Clerk Mendy Corder, City Treasurer Garry Huddle, Chief Charles McNair and City Attorney Danny Crowe were also in attendance. Mayor Partin asked if members of the press and the public were duly notified of the meeting in accordance with the FOIA. Ms. Corder confirmed they were notified.

Call to Order

Mayor Partin called the meeting to order and Council Member Carter gave the invocation. Mayor Partin led the assembly in reciting the Pledge of Allegiance.

Public Comment Regarding Items in the Agenda

Ms. Corder stated no one had signed up for public comment.

Resolutions and Ordinances

A. Discussion and Approval of Naming Park in Riverland Park

Ms. Vance stated that Council needs to choose a name for the park since it is close to being completed. She stated that Martin Marietta donated a large granite stone that the name of the park will be placed on. She stated that she had talked to the Riverland Park Neighborhood Association regarding the name and they voted to recommend to Council that the park be named after Mr. Kelley Jones who helped facilitate having the property donated to the City.

Council Member Jenkins asked if it was possible to make the name of the park permanent so it could not be changed in the future. Mr. Crowe stated that it was not possible to bind a future Council to the name of the park. Mayor Partin asked if Martin Marietta's name would also be listed on the park's sign since they donated the granite stone. Ms. Vance stated that it would be listed underneath the name of the park on the granite stone.

Council Member Jenkins made a motion to name the park in Riverland Park the H. Kelly Jones Park and also list Martin Marietta on the granite stone. Council Member Almond seconded the motion which was unanimously approved by roll call vote.

B. Presentation of City of Cayce Economic Development Study

Ms. Vance stated that the City's representative with the Retail Coach was not available to attend a Council Meeting to present the data until March 16, 2016. She explained that she wanted Council to have the information before staff's meeting on March 2, 2016 with local realtors and developers since the data will be presented at that meeting. She stated that the study will be placed on the One Drive and the Economic Development page on the City's website. The PowerPoint presentation that Ms. Vance presented to Council is attached.

Ms. Vance stated that staff is meeting on March 8, 2016 with the State Street property owners to discuss future development of State Street and the property owners plans for their property. The goal is to brainstorm about the area and see what can be done to jumpstart future development.

Ms. Vance stated that The Retail Coach interviewed ten to fifteen retailers in each of Cayce's retail districts so they could gain insight into the primary trade area of consumers across national brands already in the community. She stated that staff can use the data from the economic development study to recruit potential businesses to the City.

Ms. Vance stated that Council and staff have to be cognizant of the importance of recruiting businesses that are a good fit for the City and that would be successful in the City's market. She stated it would be detrimental to have a business locate in the City and fail. She explained that when a business fails it resonates throughout the retailer community and the development community. She stated the goal is to recruit businesses that Cayce residents need and want and for those businesses to be successful.

Ms. Vance stated that The Retail Coach will perform a retail match list for the City that will tell which type of retailers match with the City's demographics and will be a good fit. She stated that The Retail Coach has also created a feasibility package and a retail market profile for the City. She stated that the consultants will also do a site inventory of three sites in the City chosen by staff and do a site profile. They will then give staff ideas and contacts for the development of the sites.

Ms. Vance asked Council to review the Economic Development Study and let her know if they have any questions. She stated that The Retail Coach could attend a future meeting to answer any questions and discuss the study in more detail. Council Member Almond asked of the City's leakage was still in line with what the Charrette showed in 2009. Ms. Vance stated that there was not much change in the leakage.

Council Comments

There were no Council comments.

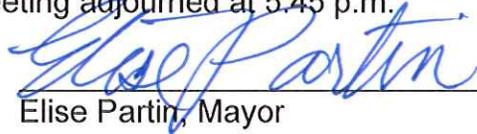
Executive Session

- A. Receipt of legal advice relating to claims and potential claims by the City and other matters covered by the attorney-client privilege

Mayor Partin stated there were not any items to be discussed in Executive Session.

Adjourn

Council Member Almond made a motion to adjourn the meeting. Council Member Jenkins seconded the motion which was unanimously approved by roll call vote. There being no further business, the meeting adjourned at 5:45 p.m.



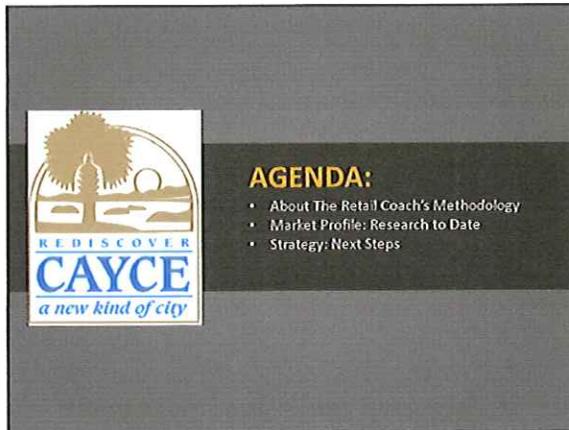
Elise Partin, Mayor

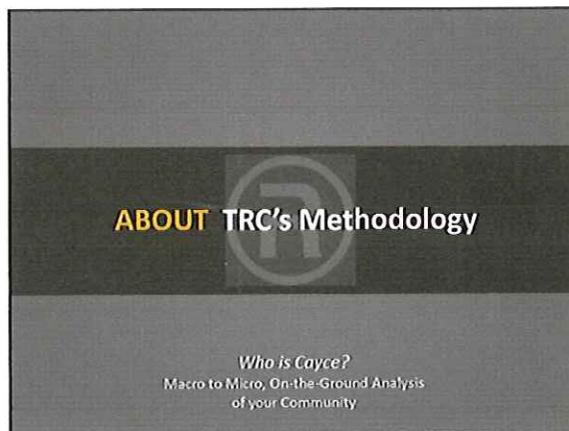
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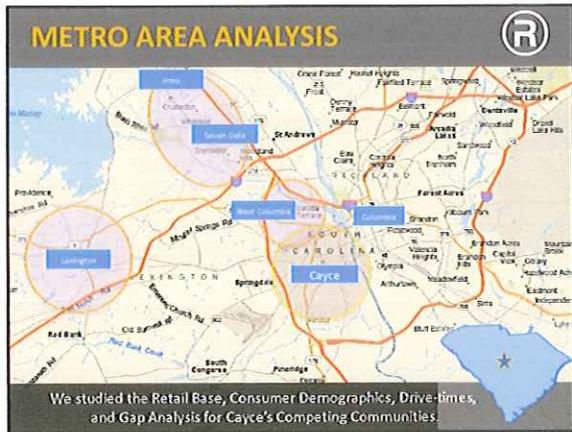


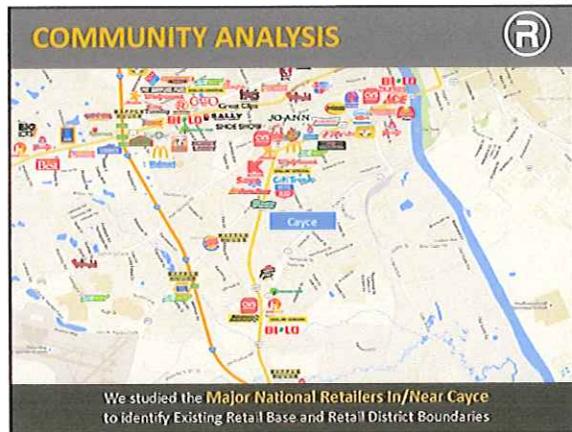
Mendy Corder, Municipal Clerk

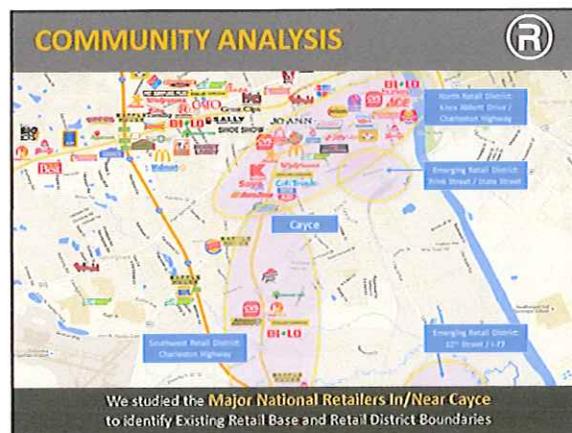












Retail Trade Area: the geographical area from which a community's retailers derive a majority (approximately 85%) of their business.

Cayce's Retail Trade Area

The Retail Trade Area Map for Cayce is **UNIQUE** and tells more about consumer trends than a typical Radial or Drive-Time Analysis.



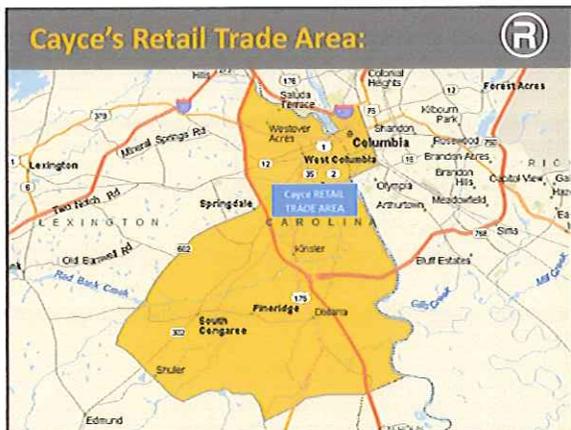
Retailer Interviews: Retail Trade Area

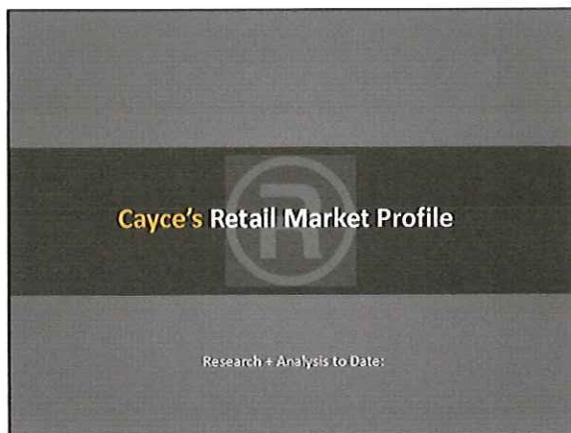
TRC interviewed 10-15 Retailers in each Retail District (25+ total) giving you first-hand insight into the primary trade area of consumers across national brands already in your community.

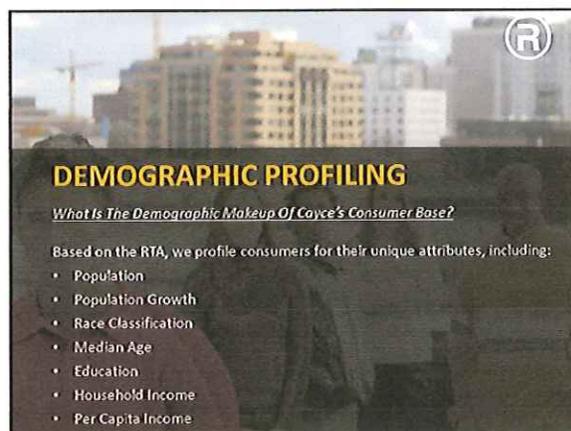


Mapping: Cayce's Retail Trade Area

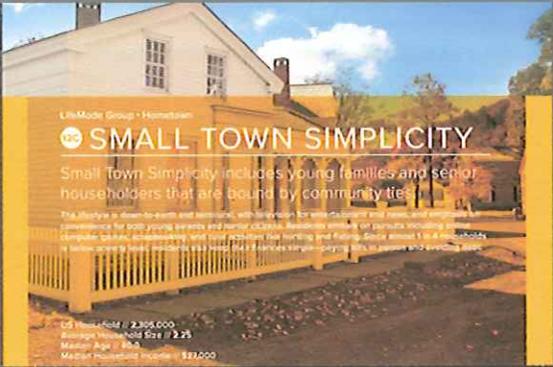








PSYCHOGRAPHIC SEGMENTATION 



LifeMode Group • Hometown

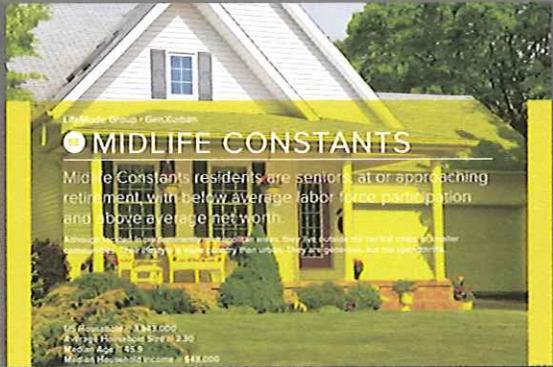
100 SMALL TOWN SIMPLICITY

Small Town Simplicity includes young families and senior householders that are bound by community ties.

This lifestyle is down-to-earth and traditional, with the focus on well-maintained and peaceful surroundings. Communities for both young parents and senior citizens, residents enjoy all benefits including complete online access to services and the convenience of having their needs met in a friendly neighborhood. It's better living here, nobody else needs that!

US Household // 2,305,000
 Average Household Size // 2.25
 Median Age // 30.8
 Median Household Income // \$39,000

PSYCHOGRAPHIC SEGMENTATION 



LifeMode Group • Gem/Jordan

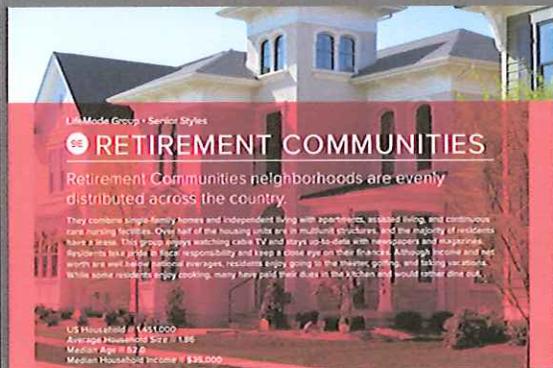
100 MIDLIFE CONSTANTS

Midlife Constants residents are seniors, at or approaching retirement, with below average labor force participation and above average net worth.

Midlife Constants residents are seniors, at or approaching retirement, with below average labor force participation and above average net worth.

US Household // 1,341,000
 Average Household Size // 2.30
 Median Age // 45.5
 Median Household Income // \$48,000

PSYCHOGRAPHIC SEGMENTATION 



LifeMode Group • Senior Styles

100 RETIREMENT COMMUNITIES

Retirement Communities neighborhoods are evenly distributed across the country.

They combine single-family homes and independent living with apartments, assisted living, and continuous care nursing facilities. Over half of the housing units are in multiunit structures, and the majority of residents have a lease. This group enjoys watching cable TV and stays up-to-date with newspapers and magazines. Residents take pride in local responsibility and keep a close eye on their finances. Although income and net worth are well below national averages, residents enjoy going to the theater, going, and taking vacations. While some residents enjoy cooking, many have paid their dues in the kitchen and would rather dine out.

US Household // 1,451,000
 Average Household Size // 1.86
 Median Age // 69.2
 Median Household Income // \$39,000
