

**Minutes**  
**City Council Meeting / Teleconference**  
**Tuesday, April 13, 2021**

The monthly meeting of the Mullins City Council was held Tuesday, April 13, 2021 at 6:00 P.M. via teleconference. The following were notified of the time, date, and place of the meeting: Mayor Robert L. Woodbury and Members of City Council, the City Staff, and the press. Present at the meeting were the following: Mayor Robert L. Woodbury, Mayor Pro Tem Pat Phillips, Council Members: Carolyn Wilson, Andre Campbell, M. Christian Phillips, Eddie Kitchen, Terry Davis, Interim Administrator Holly Jackson, City Clerk Felicia Sawyer, City Attorney Robert Corley, Bobby Monroe (Data Max), Jenny Boulware (Main Street USA), Street Supervisor Tarus Gilchrist, Connie Black, and many others.

**1. Call Meeting To Order & Welcome:** Mayor Woodbury called the meeting to order and welcomed all present.

**Pledge of Allegiance:** Council Member Mayo C. Phillips

**Invocation:** Council Member Carolyn Wilson

**2. Disclosure that local media has been informed of meeting pursuant to South Carolina Freedom of Information Act:** Mayor Woodbury stated the local media had been contacted regarding the time, date, and place of the monthly meeting for April 13, 2021.

**3. Approval of Agenda**

Council Member Kitchen made a motion to approve the Agenda as presented. Council Member Davis seconded the motion.

**4. Consent Agenda:**

- (a) Approval of Minutes – March 4, 2021 – Street Committee Meeting
- (b) Approval of Minutes – March 4, 2021 – Fire Committee Meeting
- (c) Approval of Minutes – March 9, 2021 – Recreation Committee Meeting
- (d) Approval of Minutes – March 9, 2021 – City Council Meeting
- (e) Approval of Minutes – March 22, 2021 – Special City Council Meeting
- (f) Approval of Minutes – March 29, 2021 – Police Committee Meeting
- (g) Approval of Minutes – April 5, 2021 – Special City Council Meeting
- (h) Approval of Minutes – April 6, 2021 – Court Committee Meeting
- (i) Approval of Monthly Bills

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Council Member Campbell stated Section 2 of the Street Committee minutes should reflect Kitchen instead of Campbell.

Council Member Kitchen made a motion to accept the Consent Agenda. Mayor Pro Tem Phillips seconded the motion.

**5. New Business:**

- (a) Data Max – Revenue Enhancement (Representative will be on-line)

Mayor Robert Woodbury recognized Bobby Monroe with Data Max. Mr. Monroe stated Data Max help towns/cities find revenue. They identify businesses from out of town and calculate fees for services that have been rendered. Data Max works with around 68 towns/cities in South Carolina. City Clerk Felicia Sawyer will provide a list of businesses for Data Max to identify. Data Max will not be rendered any payment unless revenue is found. No decision will be made at this meeting. This does not include online businesses.

- (b) MASC – Main Street Program

Mayor Robert Woodbury recognized Jenny Boulware with Main Street USA. Ms. Boulware has worked with MASC for the past 3 years. Attached is a copy of the program. Council Member M. Phillips stated this would include re-imagining Mullins along with the Clean Neighborhood Initiative. The first City wide cleanup will be on May 8<sup>th</sup> beginning at 10:00 AM.

**6. Committee Reports**

Council Member Wilson asked for Recreation sign ups to be advertised on the sign and on Facebook.

Council Member Kitchen asked if the extra 300 carts had been delivered. That question should be discussed with Street Supervisor Gilchrist.

Mayor Pro Tem Phillips stated a Court Committee meeting was held to introduce newly elected officials to Judge Barker.

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Mayor Woodbury stated there would be a budget meeting on April 20<sup>th</sup>, and a virtual public meeting on April 27<sup>th</sup>. Mayor Woodbury also state the May Council Meeting would be held in person.

**7. Comments:**

There were no comments.

**8. Adjournment:**

Council Member Wilson made a motion to adjourn. Council Member Davis seconded the motion. The meeting adjourned at 7:02 PM.

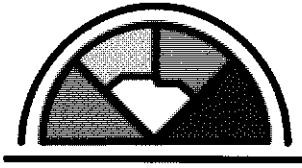
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**Robert L. Woodbury**  
**Mayor**

**ATTEST:**

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**Felicia J. Sawyer, City Clerk**



# MAIN STREET South Carolina

Engaging Communities. Building Vitality.

## MAIN STREET PARTNERSHIP

Main Street SC is the designated state Main Street coordinating program of the National Main Street Center. As the state partner of the Main Street Center, we provide participating downtown revitalization organizations access to the training, tools, information, and networking needed to be successful. Structured as a technical assistance program of the Municipal Association of SC, Main Street SC provides downtown organizations professional advice and guidance in the use of the proven Main Street four-point Approach™ to start or strengthen their revitalization efforts.

## HOW THE MAIN STREET APPROACH WORKS

The four-point methodology works to create a holistic revitalization process for the community: identifying niche markets, creating a cohesive visual identity unique to the community, and nurturing a cultural balance associated with the community's location and way of life. The Main Street Approach builds on existing resources and fosters improved community leadership and support for the central business district for long term benefits.

## THE FOUR POINTS

**Organization** builds consensus and cooperation between all groups that play a role in the downtown.

**Design** improves the downtown's physical elements while preserving & enhancing its authenticity & sense of place.

**Promotion** markets the downtown's unique characteristics to shoppers, investors, new businesses, tourists and residents.

**Economic Vitality** strengthens and diversifies the existing economic base of the downtown.



## MEMBERSHIP LEVELS

Membership varies based upon local capacity and initiative.

**Accredited** programs meet rigorous national standards of performance. They have a proven record of success in planning, implementing and measuring results that align with the Main Street Approach.

**Classic** programs have a full time Main Street Director and active volunteers.

**Aspiring** communities complete a 3-year asset-based strategic planning process to integrate the Main Street Approach into their district. They are developing communication plans and action plans.

**Friends** are just starting a downtown revitalization effort and wish to learn more about using the Main Street Approach.

## STATE MEMBERSHIP BENEFITS

- One complimentary registration to each Quarterly Training
- Access to the Main Street listserv
- Executive director orientation
- Email/phone consultation

1411 Gervais Street  
Columbia, SC 29211  
803.354.4792

[l.masc.sc/MainStreetSC](http://l.masc.sc/MainStreetSC)



# TRANSFORMING SC'S DOWNTOWNS

The Leader in Grassroots Economic Development

Main Street SC provides technical assistance to implement the Main Street Four-Point Approach®, a community-driven, comprehensive strategy encouraging economic development through historic preservation and placemaking.

## Reinvestment Statistics | 2019

**153** New Businesses

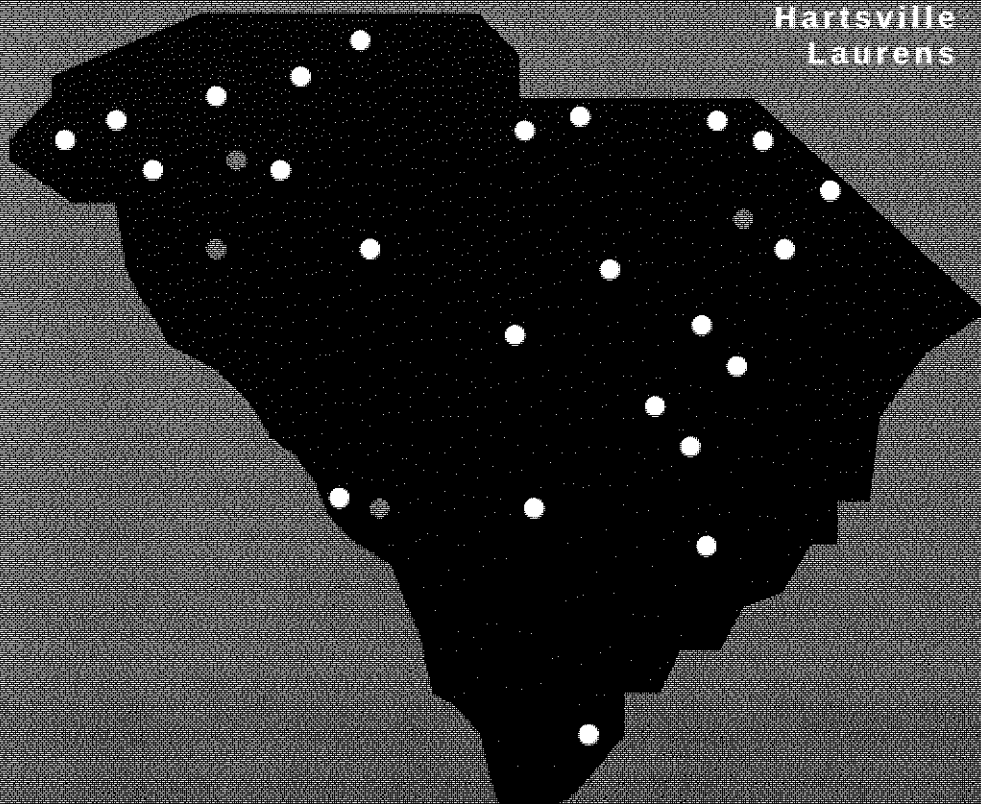
**743** New Jobs

**\$26,718,741** Total Private Investment

**\$1,538,857** Total Public Investment

**5,669** Volunteer Hours

**\$141,725** Value of Volunteer Hours

<b>MAIN STREET SC ACCREDITED CITIES</b>	<b>MAIN STREET SC AFFILIATE CITIES</b>
Aiken	Beaufort
Greenwood	Bennettsville
Hartsville	Camden
Laurens	Central
	Cheraw
	Clinton
	Florence
	Gaffney
	Kingstree
	Lancaster
	Manning
	Moncks Corner
	North Augusta
	Orangeburg
	Sumter
	Walthalla
	Williamston
	<b>MAIN STREET SC FRIEND CITIES</b>
	Dillon
	Forest Acres
	Fountain Inn
	Lyman
	Newberry
	Olanfa
	Pageland



## Tiered Program of Services

Main Street South Carolina offers a tiered program of services. Each tier receives greater value than the fee charged.

Contact Jenny Boulware at [jboulware@masc.sc](mailto:jboulware@masc.sc) with questions.

### **Not associated with any of the service tiers listed below | \$125 fee per training/person**

Full-day workshops on revitalization trends, tools and best practices. Each training session provides ready-to-use information from how to create effective promotions to understanding community-initiated development. Training sessions take place quarterly in Main Street SC communities.

### **FRIENDS of Main Street | \$400 Annual Fee**

This level is for communities just starting a revitalization effort. These are typically communities who want to network with other communities and attend training on the commercial district redevelopment process, but are not seeking in-depth services or national accreditation.

#### Services

##### *Technical Assistance*

- Phone or electronic consultation with Main Street SC staff.
- Eligible to purchase additional services at Main Street SC network rates.

##### *Training*

- Free attendance at full-day workshops on revitalization trends, tools and best practices. Each training session provides ready-to-use information, from how to create effective promotions to understanding community-initiated development. Training sessions take place quarterly in Main Street SC communities.

##### *Educational resources and tools*

- Regular email communications from Main Street SC regarding the commercial district redevelopment field.
- Eligible to use Main Street SC impact reporting system.
- Access to the Main Street SC listserv.

##### *Special events and networking*

- Interact at quarterly training sessions with others from across the state who are working on commercial district redevelopment projects, sharing information and providing support.

##### *Requirements*

- Community must complete and submit an application that establishes baseline information on the current status of the commercial district.



# Tiered Program of Services

## **ASPIRING Main Street | Annual fee is based on population and year of participation**

- >5,000 population                      Year 1: \$7,500; Year 2: \$5,000; Year 3: \$5,000
- 5,000 to 15,000 population      Year 1: \$10,000; Year 2: \$7,500; Year 3: \$7,500
- 15,000 + population                  Year 1: \$12,500; Year 2: \$10,000; Year 3: \$10,000

This level is structured for communities committed to an initial three-year launch of the Main Street 4-Point Approach® to revitalization. Communities must be committed to meeting national criteria for accreditation at the end of the third year. To become an Aspiring community, the community must submit an application to determine its capacity to achieve success. Acceptance is limited to up to two new communities a year.

***This level community is authorized to use the trademarked Main Street name and Main Street SC branding material.***

### Services

#### *Technical assistance*

- Unlimited phone or electronic consultation with Main Street SC staff.
- Half-day on-site visit to kick off the local program and familiarize Main Street SC staff with local community issues.
- On-site three-day resource team visit to include:
  - public visioning;
  - strategic interviews with city officials, economic development representatives, business owners, property owners, arts/culture, consumers and residents; and
  - a public presentation with initial findings and recommendations.
- Strategic planning guide developed by the resource team, including recommendations to support the Main Street program in the first three years.
- Market analysis and economic development strategies specific to the community.
- Assistance developing the board and 4-Point committees, if needed.
- Work plan training with the executive director, committees and volunteers, if needed.
- Annual assessment of program success, including monthly reporting and committee progress relating to mission and vision statements and work plans,
- \$2,400 annual technical assistance stipend for each of the three years.

#### *Training*

- Free attendance at full-day workshops on revitalization trends, tools and best practices. Each training session provides ready-to-use information, from how to create effective promotions to understanding community-initiated development. Training sessions take place quarterly in Main Street SC communities.
- Regular meetings with directors of other Aspiring Main Street communities, including roundtable discussions to exchange information and resources to solve specific problems.
- Eligibility for National Main Street Conference scholarship.
- Eligible to participate in professional development opportunities.



# Tiered Program of Services

## *Educational resources and tools*

- Regular email communications from Main Street SC regarding the commercial district redevelopment field.
- Use of Main Street SC impact reporting system.
- Access to the Main Street SC listserv.
- National Main Street membership paid for three years.
- Access to Main Street SC resource library.
- Access to the Main Street SC Directors Facebook group.

## *Special events and networking*

- Interact at quarterly training with others from across the state who are working on commercial district redevelopment projects, sharing information and support.
- Eligibility for awards recognition at the state level.

## Requirements

- Sign an annual memorandum of agreement that specifies mutual expectations for a successful revitalization program.
- Understand and commit to the Main Street 4-Point Approach® & Eight Guiding Principles.
- Build consensus-based cooperative partnerships with local public and private sectors.
- Maintain a sufficient level of local program funding to cover:
  - salary and benefits for the local Main Street director and other staff;
  - fees to Main Street SC;
  - rent;
  - utilities;
  - phone;
  - office equipment and supplies;
  - printing/copying;
  - photography;
  - postage;
  - insurance;
  - advertising/promotion;
  - travel for training;
  - professional development;
  - memberships; and
  - other operational expenses.
- Employ a qualified professional director to administer and run the program, responsible for carrying out the 4-Point Approach®. This position is similar to that of a chamber of commerce executive or a director of economic development.
- Attend all quarterly trainings.
- Commit to accreditation process at the end of year three.
- Monthly submission of local downtown investment data.





# Tiered Program of Services

## CLASSIC Main Street | \$1,200 Annual Fee

For communities that have a thorough understanding of the 4-Point Approach® to revitalization and a commitment to work the program. Communities may require additional services in one area to ensure excellence.

***This level community is authorized to use the trademarked Main Street name, Main Street SC branding material and National branding material.***

### Services

#### *Technical Assistance*

- Telephone and electronic consultation with Main Street SC staff
- Eligible to purchase additional services at discounted rates
- Assistance developing committee work plans, if needed

#### *Training*

- Free attendance at full-day workshops on revitalization trends, tools and best practices. Each training session provides put-to-use information, from how to create promotions that work to understanding community-initiated development. Training sessions are held quarterly in Main Street SC communities.
- Eligible for National Main Street Conference scholarship
- Eligible to participate in professional development opportunities

#### *Educational Resources & Tools*

- Regular email communications from MSSC regarding the commercial district redevelopment field.
- Use of Main Street SC impact reporting system.
- Access to the Main Street SC listserve.
- Access to Main Street SC resource library.
- Access to the Main Street SC Directors Facebook group.

#### *Special Events & Networking*

- Interact at training with others from across the state who are working on district redevelopment projects, sharing information and support
- Eligible for awards recognition at the state level
- One hour workshop on one of the four points: Organization, Promotion, Design, Economic Vitality

### Requirements

- Sign a Memorandum of Agreement that specifies mutual expectations for a successful revitalization program
- Understand and commit to the Main Street 4-Point Approach® & Eight Guiding Principles
- Build consensus-based cooperative partnerships with local public and private sectors



## Tiered Program of Services

- Maintain a sufficient level of local program funding to cover:
  - salary & benefits for the local Main Street director and other staff;
  - fees to Main Street SC and dues to the National Main Street Center;
  - rent;
  - utilities;
  - phone;
  - office equipment and supplies;
  - printing/copying;
  - photography;
  - postage;
  - insurance;
  - advertising/promotion;
  - travel for training;
  - professional development;
  - memberships; and
  - other operational expenses.
- Employ a qualified professional director to administer and run the program, responsible for carrying out the 4-Point Approach®. This position is similar to that of a chamber of commerce executive or a director of economic development.
- Attend all quarterly trainings.
- Maintain membership in the National Main Street Center.
- Monthly submission of local downtown investment data.
- Submit annual organizational work plan.



# Tiered Program of Services

## ACCREDITED Main Street | \$800 Annual Fee

For communities that have a proven record of success in planning, implementing and measuring results that align with the 4-Point Approach® and commitment to annually meet Main Street SC's criteria for accreditation. Communities must provide annual year-in-review assessment materials.

***This level community is authorized to use the trademarked Main Street name, Main Street SC branding material and national branding material.***

### Services

#### *Technical Assistance*

- Unlimited phone and electronic consultation with Main Street SC staff.
- Eligibility to purchase additional services at discounted rates.
- One-day community assessment conducted by Main Street SC.
- Access to social media and communication templates.

#### *Training*

- Free attendance at full-day workshops on revitalization trends, tools and best practices. Each training session provides ready-to-use information, from how to create effective promotions to understanding community-initiated development. Training sessions take place quarterly in Main Street SC communities.
- Regular meetings with directors of other Accredited Main Street communities, including roundtable discussions to exchange information and resources to solve specific problems.
- Eligibility for National Main Street Conference scholarship.
- Eligibility to participate in ongoing professional development opportunities.

#### *Educational resources and tools*

- Regular email communications from MSSC regarding the commercial district redevelopment field.
- Use of Main Street SC impact reporting system.
- Access to the Main Street SC listserv.
- Access to Main Street SC resource library.
- Access to the Main Street SC Directors Facebook group.

#### *Special events and networking*

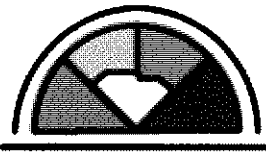
- Interact at training with others from across the state who are working on district redevelopment projects, sharing information and providing support.
- Eligibility for awards recognition at the state and national level.
- Eligibility to mentor Main Street SC communities.

### Requirements



## Tiered Program of Services

- Sign a memorandum of agreement that specifies mutual expectations for a successful revitalization program.
- Commit to the Main Street 4-Point Approach® & Eight Guiding Principles.
- Maintain consensus-based cooperative partnerships with local public and private sectors.
- Maintain a sufficient level of local program funding to cover:
  - salary & benefits for the local Main Street director and other staff;
  - fees to Main Street SC and dues to the National Main Street Center;
  - rent;
  - utilities;
  - phone;
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  - photography;
  - postage;
  - insurance;
  - advertising/promotion;
  - travel for training;
  - professional development;
  - memberships; and
  - other operational expenses.
- Employ a qualified professional director to administer and run the program, responsible for carrying out the 4-Point Approach®. This position is similar to that of a chamber of commerce executive or a director of economic development.
- Attend all quarterly trainings.
- Maintain membership in the National Main Street Center.
- Meet National Main Street Center 10-Point Criteria.
- Submit local downtown investment data monthly.
- Submit annual organizational work plan.



# MAIN STREET South Carolina

## 2021 Calendar

Date	Meeting/Project	Location	Notes
<b>Reporting</b>			
Friday, January 15	MOAs due		Classic, Aspiring & Accredited
Friday, January 15	Jan. 1 – Dec. 31, 2020 Reinvestment Statistics Due		Classic, Aspiring & Accredited
Monday, Feb. 15	2021 Work Plans Due		Classic, Aspiring & Accredited
<b>Quarterly Trainings</b>			
Tuesday, Feb. 9	Main Street SC Training	Columbia 10:00 a.m. – 3:00 p.m.	May be offered as hybrid (in-person & virtual) format.
Tuesday, April 27	Main Street SC Training	10:00 a.m. – 3:00 p.m.	May be offered as hybrid (in-person & virtual) format.
Wednesday, June 16 – Friday, June 18	Main Street SC Retreat	Begins noon Wednesday Adjourns noon Friday	May be shifted to single day training & offered as hybrid (in-person & virtual) format.
Tuesday, Oct. 26	Main Street SC Training	10:00 a.m. – 3:00 p.m.	
<b>Orientation</b>			
Tuesday, Jan. 19		9:30 a.m. – 11:00 a.m.	For new directors, board & committee members
Tuesday, April 20		9:30 a.m. – 11:00 a.m.	For new directors, board & committee members
Tuesday, July 20		9:30 a.m. – 11:00 a.m.	For new directors, board & committee members
Tuesday, Oct 19		9:30 a.m. – 11:00 a.m.	For new directors, board & committee members
<b>Awards</b>			
Wednesday, Feb. 10	Main Street SC Awards Submissions Due		Classic, Aspiring & Accredited in good standing
Wednesday, March 3	Main Street SC Award Notifications		
<b>Conferences</b>			
Tuesday, March 9 – Thursday, March 11	North Carolina Main Street Conference	Virtual	
Monday, April 12 – Wed, April 14	<i>Main Street Now</i> National Main St Conference	Virtual	
TBD	SC State Historic Preservation Conference	TBD	
<b>Applications</b>			
October 1	Aspiring Applications due		