



Minutes
City of Hartsville, South Carolina
Main Street Hartsville Advisory Board Meeting
Thursday, February 2nd, 2023 – 5:30 PM
City Council Chambers, City Hall, 100 E. Carolina Avenue

PURSUANT TO FREEDOM OF INFORMATION ACT SC CODE 30-4-80: WRITTEN NOTICE WAS DELIVERED TO THE PRESS BY EMAIL ON TUESDAY, JANUARY 31, 2023 AND DULY POSTED AT CITY HALL LOCATED AT 100 E. CAROLINA AVENUE AND ON HARTSVILLESC.GOV. CITY HALL IS AN ACCESSIBLE FACILITY, FOR ASSISTANCE CALL 843-917-0602.

Members present: Lauren Baker, Brad Carr, Kat Davis, Brandi Wheeler

Members absent: Chelsea Henry

Staff: Main Street Hartsville Manager, Matt Winburn; Director of Tourism and Communications, Michelle Brown; Hartsville City Manager, Daniel Moore; Marketing Coordinator, Haley Gates; City Clerk, Sherron Skipper; and Deputy City Clerk, Andrea Crenshaw

1. **CALL TO ORDER AND WELCOME**

Winburn, serving a meeting facilitator called the meeting to order at 5:32pm and thanked everyone for coming.

2. **OATHS OF OFFICE**

As this is a new board, those members who were present, including Baker, Carr, Davis, and Wheeler, were sworn in by Deputy City Clerk, Crenshaw, as new members of the Main Street Hartsville Advisory Board. Member Henry will be sworn in at the next meeting. After their swearing in, members were invited to sit at the Chamber Dais.

3. **BOARD MEMBER INTRODUCTIONS**

Winburn introduced himself as the Main Street Manager, and invited other City of Hartsville staff, including Brown, Moore, Gates, Skipper, and Crenshaw. Members were then invited to tell about themselves and why they wanted to be a member of the board.

4. **ELECTION OF OFFICERS**

a. **ELECTION OF CHAIR**

Brandi Wheeler nominated Kat Davis for the position of Board Chair, who accepted the nomination. The nomination was seconded by Lauren Baker. Those voting in favor were Baker, Carr, Davis, and Wheeler. None voted against. As the new Board Chair, Davis oversaw the remainder of the meeting.

b. **ELECTION OF VICE-CHAIR**

Lauren Baker nominated Brandi Wheeler for the position of Board Vice-Chair, who accepted the nomination. The nomination was seconded by Carr. Those voting in favor were Baker, Carr, Davis, and Wheeler. None voted against.

5. **SETTING OF MEETING DATES, TIMES, AND LOCATION**

The Board decided that the Main Street Hartsville Advisory Board will meet the second Monday of each month at 5:30pm in City Council Chambers. This decision will be added to the Annual Notice.

6. FOIA TRAINING

Crenshaw presented a brief overview of the City’s Code of Ethics Policy and expressed the importance of a board member recusing themselves should a conflict of interest arise from a decision being discussed. She also reviewed the SC Freedom of Information Act and reiterated that all meetings must be public and must be located in a accessible facility. Crenshaw also noted that all meeting material must be made available to the public through meeting minutes. Winburn reminded the board that these meetings will be recorded and that records can be made available through his office or through the City Clerk’s office.

7. MAIN STREET MANAGER UPDATE

Winburn gave a brief review of the Main Street program and the Four Points approach to Main Street, which includes organization, promotion, design, and economic vitality. He then gave a review of what the district boundaries consists of and explained that the Board is only focusing on this area. He also reviewed the 2023 Main Street Hartsville work plan and what the program is focused on for this year. This includes three areas of focus:

- Revitalization and Economic Development
- Relations with Coker University
- SC Cultural District

He encouraged Board Members to familiarize themselves with the plan and begin thinking of ways to accomplish this work plan. He also explained that the Main Street Hartsville is a provisionally accredited program, and that we are up for reaccreditation in March when MSSC Manager, Jenny Boulware, will be here on March 9th for a site visit. Winburn will send out more information closer to date.

Finally, Winburn reported that the MSH District currently has 107 total assets, but is expected to climb as we reach out to more members. The occupancy rate for the area is 93%, and the ROI on private to public investment is 25:1.

8. MOTION TO ADJOURN THE MEETING AT 6:12 PM.

Motion: Baker; Second: Carr; Carried: All Ayes

Kat Davis, Main Street Hartsville Advisory Board Chair

Attest _____
Matt Winburn, Main Street Hartsville Manager