



CITY OF BEAUFORT
1911 BOUNDARY STREET
BEAUFORT MUNICIPAL COMPLEX
BEAUFORT, SOUTH CAROLINA 29902
(843) 525-7070
CITY COUNCIL WORKSESSION AGENDA
June 11, 2019

NOTE: IF YOU HAVE SPECIAL NEEDS DUE TO A PHYSICAL CHALLENGE, PLEASE CALL IVETTE BURGESS 525-7070 FOR ADDITIONAL INFORMATION

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STATEMENT OF MEDIA NOTIFICATION

"In accordance with South Carolina Code of Laws, 1976, Section 30-4-80(d), as amended, all local media was duly notified of the time, date, place and agenda of this meeting."

WORKSESSION - Planning Conference Room, 1st Floor - 5:00 PM

I. CALL TO ORDER

A. Billy Keyserling, Mayor

II. EMPLOYEE NEW HIRE RECOGNITION

A. Public Works Department - Bryan Durrance, Streets and Drainage Supervisor

III. PRESENTATION

- A. Johnson Controls Update
- B. Beaufort Digital Corridor Mission

IV. DISCUSSION ITEMS

- A. Boards and Commissions Interview - Metropolitan Planning Commission
- B. Spanish Moss Trail to Downtown Update

V. EXECUTIVE SESSION

- A. Pursuant to Title 30, Chapter 4, Section (70) (a) (2) of the South Carolina Code of Law: Discussion regarding Legal Matters.

VI. ADJOURN



CITY OF BEAUFORT
DEPARTMENT REQUEST FOR CITY COUNCIL AGENDA ITEM

TO: CITY COUNCIL **DATE:** 5/28/2019
FROM:
AGENDA ITEM
TITLE: Johnson Controls Update
MEETING
DATE: 6/11/2019
DEPARTMENT: City Clerk

BACKGROUND INFORMATION:

PLACED ON AGENDA FOR:

REMARKS:



CITY OF BEAUFORT
DEPARTMENT REQUEST FOR CITY COUNCIL AGENDA ITEM

TO: CITY COUNCIL **DATE:** 5/28/2019
FROM: Kevin Klinger, Chairman of the Board
AGENDA ITEM
TITLE: Beaufort Digital Corridor Mission
MEETING
DATE: 6/11/2019
DEPARTMENT: City Clerk

BACKGROUND INFORMATION:

Presentation regarding the mission of Beaufort Digital Corridor

PLACED ON AGENDA FOR:

REMARKS:

ATTACHMENTS:

Description	Type	Upload Date
Executive Summary	Backup Material	6/7/2019

Beaufort Digital Corridor Company Development Plan - Executive Summary

Resident Company Development: Review and Analysis of Growth Potential

This is a summary of the plan for developing technology oriented companies in Beaufort, SC, the core mission of the Beaufort Digital Corridor. It assumes developing companies “organically”, that is with talent that is or can be developed here, though the process described can apply to any company that decides to make it’s home in Beaufort and can benefit from this level of assistance.

The BDC will focus on companies who have become residents, or are being considered for residence, in its BASEcamp facility. To qualify a company will need to have a technology component in their product/service offering and exhibit a desire to grow and develop their business into something that will outgrow its office in BASEcamp while still remaining in Beaufort. The full-length plan is designed to be used as a guide by anyone who mentors a resident company in the process.

The key components of the plan start with an Analysis of Growth Potential. A qualified mentor would assess the resident company for the following business areas:

- Business Plan
- Status of Proof of Concept, MVP (Minimum Viable Product)
- Vetting of Opportunity w/Customers, Industry Experts, Market Gap and SWOT Analysis
- Product Development Plan/Needs/Goals
- Strategic Fit in Industry, Competition
- Workforce Requirements
- Marketing Approach and Plan
- Potential for Investment
- For Service Businesses: Assessment of other financing options

The above information will be used to determine what is needed to make the company successful and the information that results will be disseminated to them based on their unique needs, development capacity and time frames.

Importantly, the Product Development Plan/Needs/Goals assessment will focus on Market Gap driven Product Development:



Key Issues

Since Beaufort is at the beginning stages of this process, and is a small city, there are two key issues the BDC will need to develop further to address. The first of those is Workforce Development.

Currently a technology-savvy ready workforce in Beaufort is not available in sufficient numbers

to staff a variety of growing companies. Ours (and other's) efforts in collaborating with USCB, as well as putting on our own programs to help train entrepreneurs and technology business managers, reflects the need to address this issue as quickly as possible. Without sufficient staff to fill their needs as they grow, BDC's companies will not be able to stay here and would have to leave to continue their growth path. Thus this issue is perhaps the most urgent of all to address. Notably, USCB professor and business academics expert and liaison, Dr. Robert LeFavi, has recently joined the board. We all agree that, given time, we will be able to address this issue sufficiently.

We are on the computer technology advisory board for the Technical College of the Lowcountry primarily to offer feedback from the business community to inform curriculum with relevant trends and address any gaps in workforce training. TCL graduates can be found working with BDC member companies. We support technology education opportunities in Beaufort County Schools and highlight notable successes, such as the Lady's Island Middle School award-winning robotics teams. We hope to expand both of these relationships in the future.

In addition, BDC has been offering code education courses such as CODEcamp for adults and Game On! for middle school and high school age kids several times per year. This ties in to SC Codes, an online learning platform and coding community that gives all South Carolina residents free access to code education. BDC is a partner site for SC Codes and has just started offering a monthly SC Codes meetup with mentors on-site for those in the process of learning to code. Students at our local colleges can participate as both students and mentors as another way to network and build on our nascent talent.

The other challenge is the lack of tech-oriented capital in this region. The Capital page on the BDC website (<https://www.beauforddigital.com/capital/>) has a list of Angel networks and a VC or two. BDC management will work to create relationships with the entities on this list. However, for companies that require true VC investment or other sources of significant capitalization (currently management believes its resident, WaveSciences is such a company), BDC management will look to developing interest and relationships with VCs and other professional investment sources outside the area.

Both of these issues are navigable by Beaufort and the BDC but they will take time. Patience in this process should be expected and maintained as long as steady progress can be pointed to.

Resident Company Development: Implementation of Findings

The list above represents an expression of the ideal: Ideally what we would like to do to ensure and maximize the success of the companies. Doing as much of what's on this list as possible will go a long way to achieving that. However, we will want to balance this process with a sense of getting the company up and running in as timely a fashion as possible. The process can't be so arduous that the company becomes "trapped" in it, this will be key. The full length plan spells out a way to prioritize this approach to achieve this balance and get them up and running.

Each company we work with will be wholly individualistic in their needs and their approach to technology. A standard, web-based tech company will have a very different timeframe for getting their product to market than say, a desktop software company, which will be different than a mobile app company, etc. We will need to take these differences into account as we develop each company.

Finally as more companies become residents in BASEcamp, we will need to develop a mentor network to work with them on the above process. A few members of the board will not be sufficient to work with all these companies simultaneously and mentors with strong business and technology experience will be needed to accelerate the process. The Chairman and Stephen Murray have already started a process of identifying potential mentors who have the business experience to help guide these companies using the above plan. The members of the Beaufort Digital Corridor Board thank you for your support.

Kevin Klingler

Chairman
Beaufort Digital Corridor



CITY OF BEAUFORT
DEPARTMENT REQUEST FOR CITY COUNCIL AGENDA ITEM

TO: CITY COUNCIL **DATE:** 5/28/2019
FROM: David Prichard, Director of Community & Economic Development
AGENDA ITEM TITLE: Boards and Commissions Interview - Metropolitan Planning Commission
MEETING DATE: 6/11/2019
DEPARTMENT: City Clerk

BACKGROUND INFORMATION:

Bill Bardenwarper has applied for the vacant position on the Metropolitan Planning Commission and will be interviewed by City Council.

PLACED ON AGENDA FOR:

REMARKS:

ATTACHMENTS:

Description	Type	Upload Date
Application	Backup Material	6/7/2019



BOARDS AND COMMISSIONS APPLICATION

1911 Boundary Street, Beaufort, South Carolina, 29902

p. (843) 525-7070 / f. (843) 525-7013 | www.cityofbeaufort.org

Submittal Information: If you are interested in serving on one or more of our City Boards and Commissions, please complete this form and return it to Ivette Burgess, City Clerk at iburgess@cityofbeaufort.org; mail to 1911 Boundary Street, Beaufort, South Carolina 29902. Or fax (843) 525-7013

I am interested in serving on the following (more than one may be selected):

- Historic District Review Board (HRB)
- Design Review Board (DRB)
- Zoning Board of Appeals (ZBOA)
- Cultural District Advisory Board (CDAB)
- Building Boards of Appeal (BBOA)
- Metropolitan Planning Commission (MPC)
- Parks & Tourism Advisory Committee (PTAC)
- Redevelopment Commission (RDC)
- Tourism Development Advisory Committee (TDAC)

*** NOTE:** Members of planning-related boards are required to take six hours of introductory training within their first year of service and three hours every year thereafter.

Applicant Information:

Name: Bill Bardenwesper

Home Address: 2013 Bay St

Phone No.: (mobile) 502-419-7333 (daytime) Same

E-mail: WB@Bardkw.net

If you do not reside in the city do you: Own property in the city? Have a current business license?

Business Address: _____ Business Hours: _____

Statement of Qualifications and Interest: (attach a separate sheet and/or resume if needed)

See accompanying bio. My interest is based on my love of Beaufort & commitment to help make it a great place for residents to enjoy one another & the opportunity for front porch living along quiet, tree canopied streets where people can walk and bike along a scenic waterfront to & from thriving businesses in a community w/ jobs

Applicant's Signature: _____

Date: _____

and sufficient investment for people to find good employment. My background in planning, see

See Article 9 of the Beaufort Code for complete information about Boards & Commissions | updated Nov. 5, 2018

This form is also available online at www.cityofbeaufort.org

city government and business,
working on government regulation
and both presenting & reviewing
projects demonstrates my
understanding & ability in these
areas. I have renovated
historic homes & bldgs; and two
family homes (one in Ky & another
in NJ) are listed as National
Historic Register sites, something
we take pride in. My interests
include reading history, exploring
this area and southeast coast,
art, classical music (esp
opera) and golf.

A handwritten signature in cursive script, appearing to read 'J. J. Brown'.



CITY OF BEAUFORT
DEPARTMENT REQUEST FOR CITY COUNCIL AGENDA ITEM

TO: CITY COUNCIL **DATE:** 5/28/2019
FROM: Dean Moss
AGENDA ITEM
TITLE: Spanish Moss Trail to Downtown Update
MEETING
DATE: 6/11/2019
DEPARTMENT: City Clerk

BACKGROUND INFORMATION:

Update on the Spanish Moss Trail leading into downtown.

PLACED ON AGENDA FOR:

REMARKS: