

## LIMITED IN-PERSON ATTENDANCE PERMITTED

Due to the Novel Coronavirus pandemic and the ongoing state of emergency, in-person attendance at this Council meeting by members of the general public will be limited. Attendance will be limited to twenty percent of the stated maximum occupancy, which equates to thirty-four (34) persons (including Council members, other elected officials, and staff). Attendees will be required to sit in designated seats, appropriately spaced. In-person attendance will be allowed on a "first-come" basis.

Additionally, to ensure the meeting otherwise remains open to the public, we will continue to broadcast it live on the County's YouTube channel, which can be found via the County's website at [Oconeesc.com](http://Oconeesc.com). Further, the public may call in and listen by dialing **888-475-4499 OR 877-853-5257** and entering meeting ID # **849 5127 1639**. And, individuals parked in close proximity to Council Chambers may listen to the meeting on FM 92.3.



## PLANNING & ECONOMIC DEVELOPMENT COMMITTEE MEETING AGENDA

July 21, 2020  
5:00 P.M.

Oconee County Administrative Offices  
Council Chambers  
415 South Pine Street, Walhalla, SC

1. Call to Order
2. Approval of Minutes:
  - March 3, 2020
3. Discussion Items *[to include Vote and/or Action on matters brought up for discussion, if required]*
  - Overview of Building Permit Statistics January through July 2020 – Mr. Howard Frady
  - Update on Residential Developments January through July 2020 – Mr. Adam Chapman
  - Discuss process of building code adoption and related issues – Mr. Root
  - Discussion regarding Opportunity Zone Prospectus – Funding and Letter of Support – Ms. Annie Caggiano
  - Economic Development Activity Update – Ms. Annie Caggiano
4. Adjourn

There will not be a scheduled opportunity for public to comment at this meeting.  
Council members will discuss recommendations from the Administrator at this meeting.  
If time permits at the end of the meeting *[and at the Committee Chair's discretion]* the Committee may take questions from the public.

**[This agenda is not inclusive of all issues which the Committee may bring up for discussion at this meeting.]**

**Assisted Listening Devices [ALD] are available to accommodate the special needs of citizens attending meetings held in Council Chambers.  
ALD requests should be made to the Clerk to Council at least 30 minutes prior to the meeting start time.**



# PLANNING & ECONOMIC DEVELOPMENT COMMITTEE MEETING

ANNIE CAGGIANO, *OEA PRESIDENT*  
HOWARD FRADY, *BUILDING OFFICIAL*  
ADAM CHAPMAN, *PLANNING DIRECTOR*

JULY 21, 2020



# PLANNING & ZONING

ADAM CHAPMAN, *PLANNING DIRECTOR*  
HOWARD FRADY, *BUILDING OFFICIAL*



# COMMERCIAL DATA



## **Commercial New Constructions: 25**

- **Valuation: \$37,540,141.99**
- **Permit Fees Collected: \$322,404.00**



## **Commercial Remodels: 13**

- **Valuation: \$27,763,492.20**
- **Permit Fees Collected: \$90,433.00**



## **Commercial Additions: 12**

- **Valuation: \$842,161.03**
- **Permit Fees Collected: \$18,215.00**

# RESIDENTIAL DATA



## **Residential New Constructions: 154**

- **Valuation: \$40,269,012.11**
- **Permit Fees Collected: \$235,633.00**



## **Residential Remodels: 69**

- **Valuation: \$209,209.36**
- **Permit Fees Collected: \$8,189.00**



## **Residential Additions: 20**

- **Valuation: \$873,220.27**
- **Permit Fees Collected: \$9,312.00**

# RESIDENTIAL DATA (Continued)



## **Residential New Construction Garages: 38**

- **Valuation: \$886,814.67**
- **Permit Fees Collected: \$8,761.00**



## **Residential Remodels: 24**

- **Valuation: \$165,589.92**
- **Permit Fees Collected: \$3,011.00**

### FY2015-2016

New Residential Addresses: 468

Single vs. Multi



### FY2016-2017

New Residential Addresses: 537

Single vs. Multi



### FY2017-2018

New Residential Addresses: 891

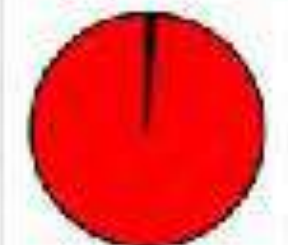
Single vs. Multi



### FY2018-2019

New Residential Addresses: 540

Single vs. Multi



### New Residential Addresses

FY	Multi Family	Single Family	Total
2015-2016	33 <sup>1</sup>	435	468
2016-2017	2	535	537
2017-2018	270 <sup>2</sup>	621	891
2018-2019	5	535	540
2019-2020	203 <sup>3</sup>	586	789

1) The Pier (26)

2) Clemson Epoch (202) & Hunter Oaks (50)

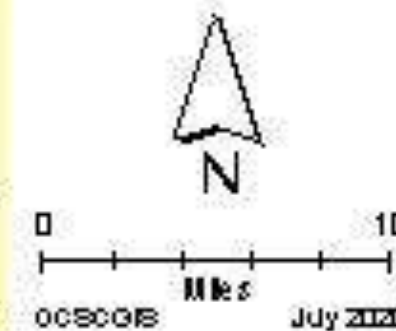
3) Hartwell Village (185)

### Legend

#### New Address

• Multi Family • Single Family

All Other Residential Addresses



### FY2019-2020

New Residential Addresses: 789

Single vs. Multi





# ECONOMIC DEVELOPMENT

ANNIE CAGGIANO, *OEA PRESIDENT*





# ACTIVITY FROM 3-4-20 TO 7-15-20

## Prospect Activity:

- Real Estate Inquiries: 6
- RFIs: 13
- New Projects Initiated: 10
- New Landing Pad Inquiries: 0
- Projects Visits: 3
- Existing Industry Visits: 3



# PRODUCT DEVELOPMENT



- SCDOC Drone Grant
- Seneca Rail Road Project – Completed
- Seneca Rail Water & Wastewater – Mobilizing 7/21
- OITP Road Project – Nearing Completion



# MARKETING & E.I. ACTIVITY

- Virtual Consultant Meetings
- Salesforce Development
- SCEDA Meetings
- LocateSC – Property Updates
- Website Updates
- Park Packets & Branding Updates
- Opportunity Zones Prospectus – Brains on Fire



# OPPORTUNITY ZONES PROSPECTUS

## PROSPECTUS PROJECT | DESIGN

The purpose of this project is to develop and design a relevant, modern and impactful OEA brochure focusing on large development tracts in Oconee County.

- 20-page brochure will be web-ready, downloadable pdf
- Brains on Fire: \$20,000 flat rate for design & research
- Applying for \$25,000 Grant from Dept. of Commerce
- Reimbursable up to 25% of total cost

**BRAINS  
ON FIRE**



# **BRAINS ON FIRE**

**Oconee Economic Alliance**

**Prospectus Brochure**

*July 2020*

## HELLO.

**Brains on Fire, Inc.** is a full-service creative agency and certified B Corporation that specializes in helping community-driven brands launch, grow and meaningfully impact the human experience.

We exist to put good work into the world.

### **Who we are**

We are practical dreamers and realist idealists. We support clients around the globe from our studios in Los Angeles, California and Greenville, South Carolina. Our trade is creativity for human beings.

### **What we believe**

We believe community-centered marketing is the most sustainable form of marketing, and it happens when our work connects humans around shared values, passions and purpose.

### **What we do**

We help dream up brands and communities, then design the products, services, programs, communities and experiences that bring them to life.

## **B CORPORATION**

At Brains on Fire, we envision a future where every brand and organization believes that people are more than a transaction and their business can be a powerful catalyst for social good. Individually, B Corps meet the highest standards of verified social and environmental performance, public transparency and legal accountability. B Corporations aspire to use the power of markets to solve social and environmental problems.

## **PHILOSOPHY**

We believe community-centered marketing is the most sustainable form of marketing. It happens when your marketing connects people around shared values, passions and purpose, and has its North Star centered on your internal and external community.

As your brand becomes a story that others find themselves in, that's when the good stuff happens. When your product and marketing create authentic, meaningful experiences and impact the lives of your customers through shared values and passions, that's when people start to love you, open their wallets for you, tell their friends about you and become living ambassadors for your brand.

We believe that's what separates *good brands* from *great brands*.

## **BUSINESS SITUATION**

The Oconee Economic Alliance (OEA) was founded to bring jobs and capital investments to Oconee County. OEA desires to promote specific large tract areas of development designated as Opportunity Zones.

## **PROJECT GOAL**

OEA is looking for a partner to craft and design a professional prospectus brochure downloadable through their website showcasing Opportunity Zone properties ripe for investment.

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## **PROSPECTUS PROJECT | DESIGN**

The purpose of this project is to develop and design a relevant, modern and impactful OEA brochure focusing on large development tracts in Oconee County.

### **Onboarding Session - one hour**

BOF will facilitate a virtual onboarding session with key internal OEA team members. The discussion will center around aesthetic and logistical needs for brochure to equip us with foundational background information for design development. OEA will provide complete content, copy and photography of specific sites needed for prospectus.

### **Design Direction**

Incorporating client input from the Onboarding Session, BOF will move into design concepting for the brochure. BOF to provide high-level editing of the content provided. OEA will be presented with two-three creative directions early in the design stage for consideration, including cover and interior style page. OEA can provide early creative feedback and should select one of the creative directions for BOF to proceed with into the next phase.

### **Design Finalization**

The brochure will then be fully designed using the client-provided content for a complete prospectus brochure. The constraints of this project include a maximum of 20 pages designed, and two rounds of revisions after delivery of the full design draft. Additional pages or rounds of revisions can be estimated upon request.

The final deliverable will be a web-ready downloadable pdf, along with packaged design files.

## **PROJECT INVESTMENT**

### **PROJECT : PROSPECTUS BROCHURE DESIGN**

Brains on Fire Professional Fees: \$20,000\*

*\* Investment fees do not include travel, production or any other outside costs such as photography or specific aerial mapping design. If needed, Brains on Fire will provide these estimates to the client for approval prior to initiating and estimate a potential additional outside costs not to exceed 5k.*

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### **TIMING**

Project is an estimated two-month project. Actual start and completion dates will be assigned upon contract initiation.

### **TERMS**

This agreement will go into effect on the date of Acceptance, and will remain in effect until this project has been delivered.

## **COMPENSATION FOR SERVICES**

In consideration of the services provided by Brains on Fire (BOF) pursuant to this Agreement, Client will compensate BOF a flat fee of \$20,000 for this project.

## **BILLING AND PAYMENTS**

BOF will bill the total fee of \$20,000 for this project on the following schedule: \$10,000 upon signing, \$10,000 upon completion.

Interest will accrue at the rate of 1% per month on any outstanding balance that is not in dispute. It is BOF's policy to cease work on any account not paid within sixty (60) days. BOF shall provide written notification to the client prior to stopping any work on any project. BOF will promptly pay all outside costs incurred on client's behalf once BOF receives payment from client.

## **CONFIDENTIALITY**

BOF agrees not to divulge any information regarding client – its products, processes or business practices – that is not already in the public domain. Client agrees not to divulge any information regarding BOF – its products, processes or business practices – that is not already in the public domain.

## **WORK PRODUCT**

Once BOF has been compensated fully for the Services provided, we will assign to the client all rights and titles to all intellectual property we've created on your behalf. Simultaneous with our assignment, client grants to us a two-year, royalty-free license to use, reproduce, make derivative works from, publicly display, and perform all the intellectual property for the limited purposes of, or in support of, advertising or promoting BOF's services, award submissions and other business development activities, including but not limited to case studies, portfolio presentations and web promotions. All physical material relating to this engagement will become and remain property of client as well.

Upon termination of BOF's services under this Agreement and/or upon demand, BOF will return and deliver to client at your expense, any and all data, notes, reports, memos or other materials furnished by you for use by BOF in connection with the Services performed under this agreement.

## **MEDIATION**

Any dispute under this agreement shall be referred to mediation in Los Angeles, California. A neutral third party selected by the parties to the mediation shall conduct the mediation. If no resolution has been reached after a good faith effort on the part of both parties, either client or BOF may provide written notice of termination of mediation and pursue any other legal remedies that may be available. Each party shall pay its own legal, accounting and other fees in connection with such mediation. The mediator's fee and other costs of mediation shall be split equally between client and BOF.



## **ETHICAL MARKETING**

Brains on Fire is committed to promoting the highest standard of ethical norms and values in marketing by upholding the values of honesty, responsibility, fairness, respect and citizenship in our interactions and engagement with stakeholders (clients, employees, investors, peers, vendors and others), as well as within our local and global communities. As marketers and a B Corporation, we recognize that we not only serve our company and client partners, but also have a role in creating and facilitating transactions that compromise the growth and success of businesses and drive the greater economy. To view our full Statement on Ethical Marketing, [click here](#).

Name:

Title:

Signature:

Date:

**LEGAL NOTICES**

**LEGALS**

SUMMONS  
STATE OF SC  
COUNTY OF OCONEE  
ESTATE OF MILDRED B. MASSEY  
OCONEE COUNTY PROBATE  
FILE 2020-ES-37-00-242

Petition for the Determination of Heirs for the Estate of Mildred B. Massey, Mary Josephine M. Whitfield.

Both Individually and as Personal Representative of the Estate of Sherman O. Massey, Petitioner

vs

Angela Alice M. Morrison; John Doe, Representing Any and All Unknown Parties who may have an Interest in or Claim Against the Estate of Mildred B. Massey; Richard Roe, Representing Any and All, Unknown Infants or Persons Under Disability; and Any Remaining Interested Persons Who Can Not be Found or Otherwise Have Not Accepted Service of the Petition.

TO THE DEFENDANTS  
ABOVE NAMED  
YOU ARE HEREBY SUMMONED  
AND REQUIRED

**LEGAL NOTICES**

**LEGALS**

to answer the Petition, filed with the Oconee County Probate Court, 415 S. Pine St., Walhalla, SC 29691, in this matter, and to serve a copy of your Answer thereto upon the subscriber, at his office, 1510 Blue Ridge Blvd., Suite 205, Seneca, South Carolina, 29672, within thirty (30) days from the date of publication hereof, exclusive of the day of such service. If you fail to answer the Petition within the time aforesaid, the Plaintiff in this action will apply to the Court, above named, for judgment by default to be rendered against you for the relief demanded in the Petition. This notice shall also serve as a Notice of Hearing for this matter to take place on June 19th, 2020, at 10:00 AM at the Oconee County Probate Court, 415 S Pine St, Walhalla, SC 29691. In addition to reviewing the summons and petition at the Probate Court, a copy may be requested from the attorney for Petitioner: William K. Hubbard, The Airey Law Firm, Ltd. Co., 1510 Blue Ridge Blvd. Suite 205, Seneca, South Carolina 29672, (864) 280-9840.

**LEGAL NOTICES**

**LEGALS**

The Oconee County Planning & Economic Development Committee meeting scheduled for 4:30 p.m., Tuesday, June 2, 2020 has been CANCELLED and RECHEDULED for 5pm, Tuesday, July 21, 2020 in Council Chambers located at 415 South Pine Street, Walhalla, SC 29691.

Miss a day... Miss a lot!

**SUBSCRIBE TODAY!**



**THE JOURNAL**

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**STATE OF SOUTH CAROLINA  
COUNTY OF OCONEE**


**OCONEE COUNTY COUNCIL**

**IN RE: Oconee County Planning & Economic Development Committee**

**BEFORE ME** the undersigned, a Notary Public for the State and County above named, This day personally came before me, Hal Welch, who being first duly sworn according to law, says that he is the General Manager of **THE JOURNAL**, a newspaper published Tuesday through Saturday in Seneca, SC and distributed in Oconee County, Pickens County and the Pendleton area of Anderson County and the notice (of which the annexed is a true copy) was inserted in said papers on 05/26/2020 and the rate charged therefore is not in excess of the regular rates charged private individuals for similar insertions.

  
\_\_\_\_\_  
Hal Welch  
General Manager

Subscribed and sworn to before me this  
05/26/2020

  
\_\_\_\_\_  
Jennifer A. White  
Notary Public  
State of South Carolina  
My Commission Expires July 1, 2024

