

**City Council of the City of Greenville
Work Session**

**Monday, October 27
3:00 p.m.**

**Meeting Location:
Greenville City Hall, 206 S. Main Street**

MINUTES

CITY COUNCIL: Mayor Knox White; Councilmembers John M. DeWorken, Lillian B. Flemming, Ken Gibson, Wil Brasington, Russell H. Stall, and Dorothy Dowe

CITY STAFF: City Manager Shannon Lavrin; City Attorney Leigh Paoletti; Deputy City Clerk Fiona Buchanan

Mayor White called the meeting to order for the purpose of discussing the following matters.

Visit Greenville SC Update

VGSC President and CEO Heath Dillard provided a presentation on VGSC's FY2025 Performance metrics. Mr. Dillard stated the VGSC FY25 Total Revenue was \$15.9 million, and the City investment was \$4.96 million. Mr. Dillard reviewed VGSC's paid, owned, and earned media, group sales achievements, and visitor experience and interaction, and hotel revenue growth. Mr. Dillard reported that tourism impacts 1 in every 25 jobs in Greenville County, generating \$655 million in personal income. Mr. Dillard shared that 83% percent of City residents agree that tourism is good for the community. Regarding economic impact, Mr. Dillard advised that visitors generated \$605 million in total economic impact, \$406.5 million in direct visitor spending and \$45.1 million in state and local tax revenue.

Councilmember Gibson asked for a breakdown of return on investment for the City. Mr. Dillard responded that the City enjoys approximately two-thirds of visitor spending, however, he would have to calculate the direct return. Councilmember Dowe asked how many jobs are actually within the tourism sector. Mr. Dillard explained that 1 in 25 jobs are impacted by tourism and affirmed that 1 in 9 jobs are related to hospitality and tourism. Mayor White suggested a study into the metrics of small business performance compared to bigger retailers downtown to determine how much tourism impacts their business. Councilmember Dowe asked how far in advance larger groups and conventions are being booked, and Mr. Dillard responded that the VGSC team is consistently working two years in advance.

Greenville Public Safety Communications Overview

Police Chief Howie Thompson introduced Public Safety Communications Manager Dustin Sherbert to provide an update on the Greenville Police Department Communications Division. Chief Thompson advised that responses from the My90 survey distributed earlier this year provided over 90% percent positive reviews of the Communications Division.

Mr. Sherbert advised that the Division is working close to full staff capacity with 31 out of 33 positions filled. Mr. Sherbert provided an overview of the shift structure and advised that a mid-shift would be introduced in January 2026. Mr. Sherbert reviewed the 2024 and 2025 YTD call statistics, noting that total calls have decreased 8% percent since 2024 and that Fire Department dispatch calls have increased 4% percent. Mr. Sherbert advised that 96.22% percent of all 911 calls have been answered in under 10 seconds, which is above the standard set by the South

Carolina Legislature. Mr. Sherbert also advised that the Communications Division staff have completed 10,613 hours of training and noted employee recognitions awarded since 2022. Mr. Sherbert reviewed the life of a 911 call and discussed the need to implement Next Generation 911 (NG-911), an enhanced emergency communication system to modernize report processing to better serve the public.

Councilmember Dowe asked if data collected from 911 calls tied to the City's efforts with annexation could be quantified to exhibit the impact of annexation onto our emergency service providers. Councilmember DeWorken suggested Communications staff advised callers when assistance has been dispatched. Mr. Sherbert advised that some operators do this, but it does occasionally trigger the caller to disconnect, so it is based on the situation.

Downtown Transportation Master Plan

Engineering Services Director Clint Link provided an update and progress report on the Downtown Transportation Master Plan. Mr. Link reviewed the timeline to address Phases 1 and 2 of the Master Plan Study, stating that Phase 1 was meant to address immediate, low cost needs, and that Phase 2 provided a deeper dive into improvements to key corridors. Engineering Project Manager David Harding reviewed the project statement for Phase 2, stating that it was meant to evaluate projects completed during Phase 1, explore alternative modes of transportation, and to develop a comprehensive list of long-term solutions in conjunction with updates to the Greenville Pickens Area Transportation Study (GPATS) to secure funding support.

Brennon Groel with HDR reviewed the creation of Phase 2, including review of priority projects and recommendations identified in Phase 1, data collection, and public involvement and feedback. Ms. Groel noted Phase 1 projects which were completed or underway, including Cultural Corridor improvements, E. North Street Gateway Project, Rutherford Road Pedestrian hybrid beacon, Laurens Road and Stone Avenue onto I-385, expanded traffic signal interconnectivity downtown, corridor signal timing updates, and Pendleton Street road diet and bike lanes. Ms. Groel advised on recommended projects from Phase 1 to address in Phase 2, including roadway improvements, bicycle, pedestrian, and transit needs, and traffic signal timing. Graham Malone with HDR reviewed focus areas including I-385 at East Stone Avenue and Laurens Road, US 29 Church Street Corridor, North Academy Street at East North Street, and Pete Hollis Boulevard. Ms. Groel discussed project prioritization and personalized performance measures to reflect the City's priorities and projected Central Business District level of service improvements.

Councilmember Dowe inquired about traffic mitigation triggered by the County Square Development Project. Councilmember Dowe highlighted the implementation of a roundabout on Woodland Way, Augusta Street, and McDaniel Avenue and asked that this be revisited before work slows down. Councilmember DeWorken advocated for additional efforts to direct through traffic to use North Pleasantburg Drive instead of utilizing city streets such as Stone Avenue. Councilmember Dowe noted that Communications and additional signage helped to mitigate traffic for Church Street and could possibly assist with the utilization of North Pleasantburg Drive. Mr. Link advised that GPATS will be reevaluating this bypass and that it is being pushed as a priority.

Wheel Sports Park Update

Capital Projects Manager Calin Owens provided an update on the development of the Wheel Sports Park and Pump Track located by Greenville Downtown Airport. Mr. Owens provided an overview of the community input process, stating that 19 community members have been directly

plugged into the project through the Community Stakeholder Committee, commented on visits to local wheel parks, and reviewed public meetings to collect input on the Park's design and amenities. Mr. Owens advised that through public feedback, three design concepts were created and that there was overwhelming support for "The Bend" concept, which was presented to Council for review. Mr. Owens provided a timeline for the next steps, advising that the third and final public meeting for the design concept will be held on December 9. Mr. Owens stated that he hopes to provide final design concept and cost estimate to Council in February 2026 and to break ground on the Park in early 2027.

Councilmember Dowe raised concerns regarding compliance with Federal Aviation Administration standards and raising false hope with the community regarding the Park's design. Mr. Owens responded that the Airport has not shared any issues with potential violations at this time.

Motion - Executive Session

During the open Work Session, Mayor White asked for a motion to go into Executive Session. Councilmember DeWorken moved, seconded by Councilmember Stall, to go into Executive Session. The motion carried unanimously.

City Attorney Leigh Paoletti recommended going into Executive Session under S.C. Code §30-4-70 (a)(1) to discuss appointments to the City's boards and commissions or employment related matters, subsection (a)(2) negotiations for proposed contractual matters or to receive legal advice covered attorney-client privilege, and subsection (a)(5) to discuss economic development incentives, regarding the following matters:

1. (a)(2) and (a)(5) Property acquisition for downtown conference center;
2. (a)(2) Federal grant applications and agreements;
3. (a)(1) Boards and commissions update; and
4. (a)(2) Greenline-Spartanburg property acquisition.

(Executive Session)

There being no further discussions, Councilmember Dowe moved, seconded by Councilmember Gibson, to go out of Executive Session. The motion carried unanimously. No action was taken.

With no further discussions, the meeting adjourned at 5:27 p.m.

Fiona Buchanan
Deputy City Clerk

Meeting notice posted on October 24, 2025