



**Greenville
Utilities**

AGENDA

Economic Development, Marketing and Public Relations Committee Meeting

October 27, 2016
Board Room – 11:30 a.m.

Call to Order - Ascertain Quorum

Acceptance of the Agenda

1. Approval of Minutes
[Tony Cannon]

September 25, 2014
2. Growth Opportunities at Pitt Community College
[Dr. G. Dennis Massey and Mr. James Earl Jones]
3. Vidant's Cancer Center Project
[Mr. Scott Senatore and Ms. Beth Sigmon]

Adjournment

GREENVILLE UTILITIES COMMISSION
MARKETING AND PUBLIC RELATIONS COMMITTEE
GREENVILLE, NORTH CAROLINA

September 25, 2014
12:00 p.m. – Board Room

The Marketing and Public Relations Committee of the Greenville Utilities Commission met on September 25, 2014 at 12:00 p.m. in the Board Room with the following members and others present.

Committee Members Present:

Virginia Hardy
Joel Butler
Dennis Mitchell
John Minges

Rebecca Blount and Phil Flowers had an excused absence.

GUC Staff Present:

Tony Cannon
George Reel
Richie Shreves
Jeff McCauley
Sue Hatch
Amy Quinn
Lou Norris

Mr. Phil Dixon, Commission Attorney, and Zack Hawkins and Bill Bagnell with East Carolina University were present.

Mr. Minges called the meeting to order and ascertained that a quorum was present.

APPROVAL MINUTES (Item #1)

A motion was made by Dr. Hardy and seconded by Mr. Butler, to approve the December 4, 2013 minutes as presented.

PRESENTATION BY ZACK HAWKINS, ECU STUDENT AFFAIRS DEVELOPMENT
(Item #2)

Mr. Cannon introduced Zack Hawkins and Bill Bagnell from East Carolina University. A presentation was provided to the Committee on partnership opportunities with respect to the construction of a new student center that supports and promotes energy efficiency.

Mr. Hawkins stated a new ECU student experience is being planned with a new look to College Hill. In addition, construction of a new student center will maximize the use of space along 10th Street and includes a four story parking deck with 700 spaces that will replace the 300 space lot. This project is expected to be completed in 2017 or 2018 and will be funded by student fees over a three year period starting December 2015 or January 2016.

Mr. Hawkins noted that a way for GUC to support this project could be to provide an in-kind donation of an emergency generator which could also be used for peak shaving, donate sod for the outdoor space, or naming opportunities. Mr. Hawkins mentioned ideas related to an energy efficient rain garden to support storm water management and other energy services plans as well.

The Health Sciences Campus will also get an update with a new building for student and staff services that will be located near the Vidant Medical Campus and the Heart Institute. This Health Sciences Center will begin in May 2015 and take about 14 months to complete construction.

It was suggested that Mr. Hawkins provide additional information and numbers on the return of investment for such a sponsorship or donation.

SCHOLARSHIP OPPORTUNITY (Item #3)

GUC was approached by Terry Holland to partner with the Honors College at ECU. Mr. Cannon stated that this would work as part of GUC's succession planning and workforce development program. A scholarship could be provided and GUC could select interns as part of this scholarship program.

It was also discussed that GUC should consider a partnership with Pitt Community College.

Mr. Cannon announced that he is working with Human Resources to update the tuition reimbursement program as well.

Mr. Cannon indicated that there is no recommendation at this time on scholarships or tuition reimbursement. It was the consensus of the Committee that these partnerships are moving in the right direction.

UPDATE ON GUC'S COMMUNITY OUTREACH PROGRAM (Item #4)

Ms. Sue Hatch, Public Information Officer/Communications Manager, stated that in addition to providing exceptional electric, water, sewer and natural gas service, GUC has historically participated in community outreach events and activities that enhanced the community.

Prior to 2012 there was no process for handling requests from the community. In 2012 a draft of Community Outreach Guidelines was created and reviewed by the Marketing Committee. In 2013 the Community Outreach Guidelines were presented to the Board and were approved with a budget of \$7,500 per year. Guidelines and request forms are housed on the GUC website. A Community Outreach Committee was formed with staff members to review requests monthly.

To date the Community Outreach Committee has reviewed 48 requests.

A motion was made by Mr. Butler, seconded Dr. Hardy, to adjourn. The motion carried unanimously and without objection, Chair Minges adjourned the Marketing and Public Relations Committee meeting 1:00 p.m.

Respectfully submitted,

Amy Carson Quinn
Board Executive Secretary