CALL TO ORDER
Mayor Alfred Mae Drakeford called the Camden City Council Work Session to order at 4:00 pm.

WELCOME
Mayor Alfred Mae Drakeford welcomed Council to the June 27, 2017, Camden City Council Work Session.

MAIN STREET RECOMMENDATIONS – Beppie LeGrand and Eric Budds
Beppie LeGrand, Manager of the Municipal Association of South Carolina’s Main Street Program (MASC), presented council with information on the baseline assessment of Main Street SC needs for Camden’s downtown area and Eric Budds, MASC’s executive vice president focused his presentation on the economic vitality aspect of the Main Street program. The following were suggestions by both Mrs. LeGrand and Mr. Budds to improve Camden’s downtown image: Communication among city staff as well as downtown merchants and property owners, focus on business-generating activities, the need for additional signage enhancements, install “visual treatments” in vacant storefronts, attract mix of retail, restaurants and service-oriented businesses, downtown housing, and maximizing available city, state and federal incentive programs.

For additional comments and information please refer to the MASC’s report.

RETAIL STRATEGIES – Lacy Beasly and Brandon Cummings or Retail Strategies
Lacy Beasly, President and COO of Retail Strategies and Brandon Cummings, Retail Development Coordinator of Birmingham, Alabama was in attendance at Council’s Work Session. Mrs. Beasly spoke during Council’s Work Session providing council with detail information of what her firm could do to help with Camden’s economic development: by bringing in national brands to Camden.
Council received a booklet and handouts from Brandon Cummings of Retail Strategies as a guide to their approach, persistence and success in bringing in developers and retailers to rehabilitate vacant or underutilized shopping centers.

OTHER BUSINESS
No other business from Council.

ADJOURN
The Work Session meeting adjourned at 5:45 pm.

_________________________
Mayor Alfred Mae Drakeford

Attest:

_________________________
City Clerk Brenda Davis