

## International Task Force Meeting Notes

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Task Force Meeting: November 15, 2006  
International Center

*Attendee's: Betty Owens, Myles Golden, Sherm Rounsville, Jerry Gibbons, Mary Ryan-Morris, Patricia Harrison, Danielle Jeanty, Klaus Westerville, Brock Koonce*

We are beginning to make some progress, but there are some challenges in consistency of attendance. One goal is to form a core group of participants that are able to come on a consistent basis. We will get there soon.

Patricia started the meeting by reviewing last month's meeting. The meeting functioned as a true "working meeting," with some very specific goals and tangible action items.

Short Term Goals focus on what we can do to raise the awareness of the International Community in Greenville. Getting the word out about events, creating a comprehensive calendar, etc. The airport is a huge component of this.

### **Leadership Greenville Project**

There is group within Leadership Greenville Class 33 to work on a project to establish more of an international presence at GSP. They are currently running into challenges with the Airport Commission. If they cannot complete their project at the Airport, they will move their project elsewhere. Patricia is in constant contact with them, and has made alternative suggestions, i.e. CVB, City Hall. Jerry suggested that they go straight to Roger Milliken and make him aware of the project. Also, may want to speak with George Fletcher and New Carolina.

The plan is to have flags hanging that represent different countries. Also, install a Info Center with a touch screen. You could choose a specific language.

### **Diversity Leadership Academy**

This group is working on project to begin the steps in creating an international directory.

### **Volunteers**

Betty Owens has worked on ways for recruiting volunteers:

- Work with schools and colleges
  - Individual professors have certain requirements of community service for certain classes
  - Some scholarships have community service requirements
  - Local beauty contests require some community service
  - In the African American community, the churches and intercity community center would be a source of getting the message out and volunteers
  - Fraternities and sororities usually furnish volunteers
  - The court system has some volunteers for young offenders
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### Getting the Word Out

- Greenville News
- Greenville Journal
- SCIWay  
could be a link on there for International

#### Action Item

Contact editor to discuss

- Could we send out updates once or twice a month that informs a list of people about what is going on with the international task force. This could become part of the GF Newsletter. Maybe a paragraph reserved for the newsletter

Southside High School has an International Festival with a lot of dancing, food, etc. It is open to the public. They would like to ramp up the publicity for this event. What about the International Task Force stepping in and helping them gather some support. This could be the beginning of building a base of support for a true International Festival.

Re-orientation of the thinking of the events that we currently have. Look at Fall for Greenville. There is international representation in the event.

#### Action Item

What about meeting with Main Street Events to gauge their interest in developing an International Festival?

What is missing is a focus on the different cultures that we have here. Not another food festival.

We need to sit down with all the current festival leaders and talk to them about opening their International

**This committee is the catalyst or spark plug, not the implementers.**

#### International Center Presentation

A main point of the Vision is the creation of a true International Center. Patricia and Brock had a discussion about creating a presentation revolving around the benefits of an International Center on a community. Using examples like Austin, Indianapolis, Japan.

This group needs to sit down and discuss this idea.

**SC is now #1 in the number of people employed by foreign companies**

#### Homework

- International News. Talk to G'ville News, Journal, SCI Way's: **Sherm & Jerry**
- Getting word out to the community about what the International Task Force is doing: **Brock, Myles & Klaus**
- Festivals. Talk to existing festival leaders to open up to more international representation: **Mary & Danielle**
- PR / Raising Awareness. Begin to prepare a brief of talking point son the international community and immigrants: **Betty & Patricia**

**Next Meeting: January 17<sup>th</sup>, 8AM at International Center (NOTE: December Cancelled)**

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# International Task Force Meeting Notes

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Task Force Meeting: October 3, 2006  
International Center

**NEXT MEETING: Wednesday, November 15 at 8:30 am at the International Center, 1<sup>st</sup> floor of City Hall, 206 S. Main St., Greenville.**

This committee has established a set of three goals:

- Short term: To raise the profile of the international community
- Mid-range: To plan, execute and establish a multicultural, multinational celebration in Greenville County
- Long-term: To establish an International Trade and Cultural Center to serve the interests of international businesses, residents, immigrants, and businesses with international interests.

At the Oct. 3 meeting, the committee broke into two groups to brainstorm concrete plans and a map for progress for each goal. The third goal, of establishing an International Trade and Cultural Center, will be discussed at a future meeting devoted entirely to considering that goal.

## NOTES FROM BRAINSTORMING:

### SHORT-TERM GOAL: Raise the profile of the international community

Greenville is unaware of how many people from different countries and cultures are here. We need to:

- get the word out about events
- generate interest
- make it easier for people to learn about and attend events

### How to better inform the community

- coordinate among other organizations ( Hands on Greenville, ICU )
- Find ways to better inform the community ( TV, newspaper)

### Create and maintain a comprehensive calendar of events

- Contact area chambers (German, French, etc) for their respective calendar of events
  - Contact the Greenville Chamber of Commerce for their calendar
  - Contact local establishments for events that would be of interest: The Handlebar, Coffee Underground, The Warehouse Theater, The Peace Center
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- Contact regional universities and schools for their calendar of events and to establish contacts for future reference/support
- Establish a relationship with the local news organizations to coordinate/consolidate future events (Greenville News, WYFF, Link, The Greenville Journal, etc)
- Consider creating a blog for local input

### Feedback from the international community

- Talk to and survey the local international community to find out what would make Greenville more welcoming and enjoyable from their standpoint
- Structure the survey so that it specifically addresses the differing types of visits: short business trips; extended stays; 3-5 year work
- Structure it so that it also addresses the different facets of everyday life: work, entertainment, shopping, health, food, etc.

### Airport project (signs, info)

- A large (colorful) sign/poster/banner displayed prominently where all incoming visitors will see and/or pass under with word "Welcome" in English surrounded by the same term in a large variety of other languages
- UPDATE: A team of five current Leadership Greenville participants are working on a project to establish an international display of flags and/or information at the airport. Progress is pending approval from the Airport Commission. If they are unable to do a project at the airport, they will look for other possible sites.
- Establish some sort of printed directory at a display or information or welcome table with contact info. for internationals, visitors and local residents about area international organizations, support organizations, businesses (?), restaurants/markets (?) faith communities(?) etc. This could initially be very basic (or just organizations) or very comprehensive---exactly what areas to be included can be decided later.. After this is completed, the same info. or parts of the info. could then be included in a link on websites for International Center, Chamber, CVB. etc....
- UPDATE: A team of 7 participants in the Fall 2006 Diversity Leadership Academy are outlining a possible directory that would include this information. Patricia is on that team and will keep the Vision 2025 team posted on the progress.

### Education of community leaders (" Political Lobbying" ) on international residents and immigrants

- Compile a brief that includes hard figures and numbers on immigration trends
- Make a presentation to County, City Councils, Upstate Alliance, GADC to educate them on these trends
- Meet with elected officials (state and federal representatives and senators) to "lobby" for support for internationalism and Vision 2025
- Explore whether there is anyone locally or in the MIBS program who is studying the issue of international residents

### Distribution of Information

- **Blogs**
  - Student projects on internationalization
  - distribute information
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- through African- American churches
- connect volunteers with local schools
- create master list of potential volunteers

### **MID-RANGE GOAL: Celebration of cultures in the Upstate**

#### **Possibilities:**

- International film series
- International food series (Upstate Restaurants)
- Music & Dances
- Saturday event for children ( play, puppets, famous children, stories from different countries, fairy tales from around the world, festive days from different countries), (Rakhir: small festival to market to schools )
- collect the dates around the world for a "Holiday Calendar"
- small activities throughout the year (with schools involved)
- we should go to where people are already gathered
- take festivals to schools ( education, youth awareness)
- Book clubs, Young professional groups

#### **Goals:**

- create smaller international activities:

1. for children
2. for schools
3. Women's groups\ organizations
4. for young professionals

In two years:

1. school focus
2. Superintendent approval
3. Restaurants

### **LONG-TERM: International Trade and Cultural Center housing various clubs and organizations as well as businesses with international interests.**

[Tabled for a future meeting, which will be entirely devoted to this issue]

**NEXT MEETING: Wednesday, November 15 at 8:30 am at the International Center, 1<sup>st</sup> floor of City Hall, 206 S. Main St., Greenville.**

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## International Task Force Meeting Notes

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Task Force Meeting: August 15, 2006  
International Center

*Attendees:* Patricia Harrison, Shaish Rishi, Jerry Gibbons, Monique Glass, Sherm Rounsville, Klaus Westerville, Cris Jossen, Marc Wegener, Russell Stall, Brock Koonce

### **India Showcase – March 31<sup>st</sup>, 2007**

Art, culture, etc. for India. Dignitaries will be in attendance. Last year was 5 – 6 thousand people. Cultural programs available.

Greenville currently has 3 Sister Cities:

-  Cartright, Belgium
-  Bergamo, Italy
-  Tinjin Free Trade Zone

What about a Sister City from India?

### **Action Item**

Explore relationship with city from India.

### ***Perceptions from Europe of Greenville***

"Why is BMW there?"

Internationally, people don't know what Greenville is. They know Atlanta, due to the Olympics, but they don't know Greenville. Many don't know South Carolina. This is all regardless of the international presence that exists.

*An Action Item from last meeting was to focus on the International Task Force in Greenville Magazine. The October Issue will focus on International.*

### **Action Item**

City could buy a certain number of Greenville Magazine issues and house them and send them to other countries.

### **TASK**

Think about who we should send them to?

### **Action Item? 50 Cities**

Create a list of 50 Cities that we would like to introduce ourselves. What would be the value to us? How practical is it?

Couple our effort with a theme/slogan that will be used in this effort to make people more aware.

Something that sets Greenville as an international trade, etc. center. County-wide. Something that says that this is a special place.

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## Happenings

Chamber of Commerce is looking at going to Dublin in May 2007. Purpose is an inter-community visit.

Greenville Forward is co-hosting a speaker series with Riley Institute at Furman. Great City Mayors. First Mayor will be from Dublin. Hopefully will take place in March.

Conference on Globalization – Nov. 2<sup>nd</sup>.

October 26<sup>th</sup>, Columbia. Richard Rainwater. Issues facing the next generation on oil, water, food, etc.

Please continue to take a look at the Vision and review action items.

**We need to demonstrate, to the community, the value of the International presence.**

**What do you want to do with this group? Where do you want it to go? What are our goals?**

*What would be our priorities?*

- Ⓜ Increase the presence of International community (and International Center) in Greenville community. Here and overseas.
- Ⓜ Encourage city and county to more actively support the international community and the various organizations like ICU, Sister Cities, etc.  
Target
  - City
  - County
  - GADC
  - Upstate Alliance
  - CVB
- Ⓜ International Trade and Cultural Center  
The community must be aware of the international community before they can embrace the idea of a Center.  
Should be a hub of International activities.
- Ⓜ International School
- Ⓜ Better coordination among all international groups.

## **Action Item**

- Ⓜ Create an inventory of the International activities that are being done. State of Internationalism Report.
  - Trading Faces
  - Schools
  - Rotary Programs

## **Ideas**

- Ⓜ Form a committee to conduct a feasibility study for creating an International Trade and Cultural Center. Would have representation from different institutions/organizations
  - Ⓜ Form a committee to explore an event
  - Ⓜ Have a project with the school system that reflects the ideas and tasks from this Group.
  - Ⓜ Create a weekend long event where Greenville can celebrate the international presence in the community.
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As we get more and more banks to this area, can they be involved. They are interested in international trade, banking, etc. They should be involved too.

### **Homework**

Think about what would go into a welcome basket intended for those that visit Greenville. What is unique to us that we could put into a basket?

- 🕒 Bibendum doll
- 🕒 BMW matchbox car
- 🕒 Milliken Product
- 🕒 Peaches

Expand on this list.

### **Three Categories – All Future Comments Should Center Around This...**

- 🕒 PR
- 🕒 An Event
- 🕒 An International Trade and Cultural Center

An email will go out summarizing categories and asking which area they would like to be involved with.

**Next Meeting: September 12 @ 4:30PM at The International Center**

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## International Task Force Meeting Notes

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Task Force Meeting: July 18, 2006  
International Center

*Attendees: Patricia Harrison, Cris Josson, Craig Lundgren, Klaus Westerville, Chirinjev Peterson, Myles Golden, Russell Stall, Brock Koonce*

**Russell read article from 1906. (scan and attach when sending notes out). Think about 100 years from now and the impact that we might be able to have.**

### Agenda / Action Items

- 🕒 Look at International Demographic data so we know where we stand. – Patricia.
- 🕒 Look at the make-up of the group. – Russell

Greenville Forward will continue to send out meeting notes rather than just post them online.

### Understanding Greenville – A Profile of a Changing Community

Russell presented a Greenville Forward document yet to be released, which showed some of the most recent demographic trends.

- 🕒 Demographic Profile of Greenville (not just international, but community-wide). Studies some international trends, as well as international business trends.
  - 🕒 It is important to get out and talk to people and understand their culture/background/place. The demographics give us a lot of valuable knowledge, but we must talk to each other too.
  - 🕒 Report will be available soon to the public. It is set up so that individuals or companies can pull different parts out to use within their own presentations.
  - 🕒 60,000 People in Greenville. Not growing. Zip Code 29601 has fallen 20% over the last 15 years. Other communities around City of Greenville are growing. Ex. Greer, Simpsonville.
  - 🕒 Population Growth:
    - 85+ rising 18%
    - 35-44 – falling 6%
    - 25-34 – flat
  - 🕒 About ¼ of our population does not have a high school diploma.
  - 🕒 1 out of 5 in population is African American (County)
  - 🕒 Asian Population has grown 145% over years. (find out timeframe)
  - 🕒 Foreign Born. Greenville and South Carolina are still below the national average of foreign born residents 11%.
  - 🕒 Non-English speaking residents: 1 out of 10 households (25,000 Greenvillians)
  - 🕒 The reported Hispanic population in Greenville Co. has grown over 400% over last 10 years (3,000 – 16,000+)
  - 🕒 Current Hispanic population in G'ville is 4%. By 2030, 58,000.
  - 🕒 Births to Hispanic Women in County has more than doubled since the 1998 study.
  - 🕒 Census data says that most foreign born residents are not citizens.
  - 🕒 Largest representation of foreign born residents is from Latin America. (Total 18,000)
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- 🕒 List of International Festivals (get from Russell, and change to "Colombian Day") – There is a lot going on in Greenville. Build on this list and send it back to GF. Shows that we are a very diverse and international place, but we need to promote it more.
- 🕒 Greenville has more foreign manufacturing investment per capita than anywhere else in US.
- 🕒 170 Corp. Headquarters (not necessarily foreign.)

**Where are the holes? What other information can we collect?**

Find out which ethnic groups are represented. Census tracked.

What are our goals with this Committee? What would you like to see, in terms of international issues in the area?

- See young people talk more about the future in Greenville/South Carolina. Everyone's dream is to get out of Greenville after college. Should be more positive about staying in Greenville. (Reference South Carolina retention study)

**ACTION ITEMS: Top 3 Things**

- Welcome sign in 6 major languages. I-85 and 385.
- Promoting to young people. Events.
- Get 5 teachers each year to go abroad to do a short-term faculty exchange. Small investment of 15,000 – 20,000 (Illinois Consortium)
- A few events targeted toward the young population. Talk to the 18 – 25 year old and find out what they want. International concerts. Targeting them and finding creative ways to get them to come.

Is there a way to publicize that information. Show people that there is a lot of cultural diversity going on.

Build a relationship with the local media so we have someone that understands and we can get the information out there. International page in the G'ville News.

Greenville Magazine "Vision Voice" – September will be a focus on International. Let people know about the enormous ethnic and international groups that are meeting. Look at a full schedule of events, etc.

Should we do a Greenville Forward speaker series, where every month we have a program that features something from one of the committees? Would that be of interest? Lunch or breakfast.

**Take a look at some examples of International Centers across the country and world.**

**HOMEWORK**

Send top 3 things that you want to focus on, do, work on.

Next Meeting: August 15<sup>th</sup>, 4pm.

# International Task Force Meeting Notes

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Task Force Meeting: June 8, 2006 8AM  
International Center

**Attendees:** Jerry Gibbons, Myles Golden, Donna Lohr, Tom Sowden, C. Peterson, Patricia Harrison, Betty Owens, Maggie Welder, Russell Stall, Brock Koonce

Does the committee have the right composition to pull together the influencers and the people to get things done?

- Would like to see more representation of all the international groups.

Once the Task Force defines what needs to happen, they need to identify those players that can get it done.

Idea of having "honorary" members of the Task Force.

**ACTION ITEM:** We need an assessment of where we are and what we want to do.

What has this Task Force done up to this point?  
Outline some process steps.

## **Greenville Sister Cities**

- Bergamo, Italy
- Chernobyl, Ukraine
- Japan
- Tiajin, China

## **Greenville Tech**

- Many students have not been out of Greenville County.
- Tech has 110 ESL students
- ESL needs are great. Need scholarship money. Columbians don't qualify for in-state tuition.
- Study abroad brand new at Greenville Tech. Starting with the nursing group.

## **International Center**

- Raising awareness of Greenville as a center of international investment
- Book club
- Language classes
- Women's club (international and local)

## **African Heritage Institute**

- Mission is to preserve and explore African Culture
  - Has an educational website
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- Have scholars in residence program
- Conduct workshops with children
- 101 Plus must read books
- Teaching Swahili
- In order to understand a person, you must understand a culture.

We have to harness the power of the individual.

One of the most important outputs of these groups is the individual's involved making connections with each other.

**ACTION ITEM:** Include websites of each organization.

Who needs to be at this table, at least initially?

Before we can do that, we need to decide what we need to do. People will come based on the tasks we come up with.

Task Brainstorming

- o Stand alone trade center
- o More services to promote international trade
- o Image enhancement (promotion of Greenville as an international center)
- o Showcase technology and research on an international scale. Technology resource center.
- o Language resources and a language center
- o School tracks (language training at all 3 levels, etc.)
- o Festivals (promotion, encouragement)
- o Links with foreign cities

We need a roadmap of what needs to happen.

The problem with internationalism is that you will never contain it in one spot.

\$10,000 could send teachers to another country. They could get the international education that they need. They would come back and make curricular changes.

**ACTION ITEM:** Look up Illinois Consortium. A program of teacher education.

**Next Meeting**

**New time. Later in the day.**

**Greenville Forward & TF Chair to call all members on the Task Force and see if they want to be engaged.**

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## International Task Force Meeting Notes

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Task Force Meeting: May 11, 2006 8AM  
International Center

*Attendees:* Craig Lundgren, Yuji Kishimoto, Gloria Bayne, Lee Cox, Myles Golden, Betty Owens

Yuji spoke about "UJAC" – US, Japan Alliance with Clemson. (Tech Involved?).

**What are the key issues that we need to talk about in this group? What are the duplications?**

**What is the job and task of this group?**

- Internationalism Education. It is not being taught by schools or Universities in or around Greenville.
- We wait to introduce language or culture until High School. Other countries teach at a younger age.

If you don't understand the culture, they can't understand the language.

- Internationalism: Recognize the different and understand the difference. Appreciate the difference.

Choose an issue. Organize your meetings around those issues.

"Community and International Cooperation" – Yuji

### **Next Meeting**

Digest the information and look at what the other groups are doing. Next time bring specifics to the table (rather than anecdotal). Assignment out to everyone that is not here.

What's the biggest issue with international community?:

Hispanic: businesses that do not have the communications skills to conduct business effectively across all cultures.

If you took all of Greenville County, all socio-economic levels, what percentage would think that internationalism is important?

International Etiquette. Guests of a country. Act as you need to behave.

Intermingle without losing your cultural identity.

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If you don't understand a person's culture, then you can't appreciate them.

"We have to come up with a good dressing for salad bowl" We just need to choose the flavor.

Is 8Am the right time?

Who else should be here?

Southside High School. BMW.

If we can bring a common denominator between all areas, we could raise awareness.

**Next Steps**

- Profile of International Presence in Greenville Community
- Come with 3 issues that you would like us to explore
- GF to post status of each Task Force on [greenvilleforward.com](http://greenvilleforward.com)

**Next Meeting: June 8<sup>th</sup>. 8AM. International Center**

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# International Task Force Meeting Notes

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Task Force Meeting: March 30, 2006  
International Center

**We must be very realistic about our goals. So, we can present Greenville as a very international city.**

There are a lot of things that the international organizations are already doing that will help Greenville become internationally better.

29<sup>th</sup> Lowest Cost place to live  
Good or bad? If you want diversity you want a lower cost of living.

Peter Kwan – We are going through the same exercise that we went through 3 years ago.

## Assets

- Open & welcoming to parts of the country (textiles from the north, international community, etc)
- Education
- Weather
- Size – user friendly
- Infrastructure
- Cost of living
- Small enough where you can make changes to the community

## Non-Assets

- Minority neighborhoods. Clean the streets. Clean the gardens.
- Poverty
- Attitudes toward education – complacency that it's good enough. Compare internationally and we are very bad.
- Trying to exchange money in a Greenville bank is very hard (poor international relations bank-wise).
- Lack of excitement about internationalism – including among our leaders in Columbia.

## What does it mean to be an international city? Define internationalism

- This state has no natural resource besides its people. You have to bring in people as a resource. Open minds to see resources as people. To see the resources all over the world, not just state.
- Diversity is the norm now, not the exception.
- Here, multi-lingual is far from normal.
- There is a difference between an "international community" and a community that embraces internationalism.
- Internationalism is the attitude of the people.

## What is our outlook toward internationalism here?

- How many leaders are international in the state government?
  - What about a global perspective regarding government?
  - City example
    - Seattle
    - Singapore: multi-racial, 4 official languages, special police forces that deal with ethnic differences.
    - London: various ethnic groups, people who are encrusted in other cultures
  - We do not fully capitalize on what we've got. Something that says to others that this is a fully international community and here's what we've got.
    - You need to create some symbols that express that. We have the Airport, but when you go to the city there is nothing that says international.
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- The Airport is not welcoming to internationalism. Very few international representatives. Very frustrating for someone that has a language barrier. No one is there to help them.  
Needs: where they are going, how to get luggage, what to do if there are problems, where the bathrooms are.
- Universities don't teach internationalism.
- Decide what to keep and what not to keep. What is good and what is not so good.
- When you drive into Greenville there should be a symbol that says something about "*Welcome to an international community*"

### **Impressions International Visitors Have About Greenville**

- Many love it. And, they retire here.
- Positive: Wide open space, lots of trees  
Negative: Lack of diversity in restaurants, not too much to do.
- "In order to thrive in the economy of the future, we have to become global."

### **Poor PR**

We have a lot of things that are very positive in Greenville, but there is not PR.

- Artisphere – no PR
- Japanese Festival
- India event
- Rhythm of the Tropics

Most learn about by word of mouth, but there is no concentrated push to promote these international events.

200 International companies in the Upstate. 80 in Greenville alone.

How do you define an international company? Their headquarters are somewhere else in the world?

What about a company that is here, but they are global? Should we expand that definition?

Once you cross the border, should that define you as international?

Furman: Students that take more than one year of Chinese, the school will send them to China for 3 months.

There is no place where an international group can go where you do a "one-stop" shop to plug into Greenville.

- There is an effort to start this. Hispanic population has started this. Gloria Bain

### **What do you see as the role of this Task Force? What should we be doing or asking others to do?**

Have 5 or 6 goals that all (City, Chamber, etc) agree on.

Identify action items or activities then find resources to get it done.

Bring internationalism to a higher level, talk about it, and promote it.

No international festival in Greenville.

What is the first phone call to be made to get this done?

Everything does not have to be a HUGE event. We can have a series of small events to create an international culture

International Center to find information.

George Siegler : "The plural of anecdote is data" – No research has been done to say "We think we can become this kind of community because...."

Have something in the newspaper that always highlights international presence.

Greenville Forward to confirm next meeting date. Will send out to Task Force 3 weeks in advance and follow-up with an email a week prior to meeting.

Thank you.