

## Manifesto Meeting Notes

---

Task Force Meeting: December 6, 2007  
Greenville Forward Office

*Attendees:*

Liz Cotner, Simon Crowe, Mary Ellington, Jeff Papenfus, Nicole Ream, Ryan Robinson, Russell Stall, Brock Koonce

*If I missed anyone that was here, please forgive me.*

**An Annual Music Event.** We would like to do an annual event. Greenville has a lack of music as stated by many of the groups we have hosted. We have a music scene, but we are unsure how musically eclectic it is. If someone opens a bar in the West End tomorrow, would the community support it? If we can't support it, could we develop ways to support it.

Do we need to convince people that this is a cool city for younger people?

We have a 400 person venue and a 4000 person venue. The Peace Center doesn't count because it's not a good place for a party. We have no medium sized venue. We don't take advantage of the Peace Center Amphitheater. It can hold 1,200. We need a place like the Orange Peel.

<http://www.theorangepeel.net/#>

You could make music night as an extension of what is done anyway. Make the sets short and also combine it with surveys and ask them what they want.

You would need a good sound person. The hardest thing is being able to let them have their gear up there.

The first hour you hear bluegrass, the second hour you hear hip-hop, the third hour you hear Will McKibbin. It's important to feature bands that are from here.

A significant hurdle in planning an event like this is the time. Can we plan something to this extent in two months?

**Anniversary Party.** Charles Hellwig is willing to host a party at 221 for us.

**Appealing to Younger Kids.** It's great to have events like this, but we need to find ways to appeal to younger kids. We should do things to keep our younger, creative people in town. This isn't necessarily the Student Council kids, but the creative, cool looking kids. These are kids that aren't necessarily listening to Dave Matthews.

Go to the guidance counselors in the high schools and find some kids to target. They may not fit in. They may look differently. They are super creative. They can't wait to get out of Greenville.

We need to get into No Name Skatepark. Do a battle of the bands for the high school kids.

**Fundraising.** Do you have a fundraising goal? Do you have a goal you need to make with fundraising events? Fundraising events are a lot of work. You need a sponsor to make it raise money. The bigger purpose is raising awareness.

We need an event that shows "we have been here a year and we are making a difference." Hopefully it can create buzz.

**Showcase Series.** Have you thought about a "showcase Greenville" series? Over five or six months you have a discount ticket to go to a Greenville Drive game, the next month, you do a local battle of the bands. Another month you sponsor dinner out to focus on great restaurants. Every month you are sponsoring the great things about Greenville. It shows that Greenville has cool things going on and people are thinking ahead.

For example, September could be exercise month. Have GRDC spotlighted. If you say GF sent you, GCFD gives you a dollar off. If you are sponsoring restaurants, participating restaurants will give you \$5 for each meal (to Greenville Forward).

Could this fit into the committee structure? Give each task force a month and let them run with it. Can the homeless task force do something? Immediate topics could be diversity, health (get out and run), parks (here are the cool places to go), etc.

Could it partner with an event that is already going on? If you register through GF you get a t-shirt.

Get a really neat speaker to come to Greenville to talk about Greenville at the Peace Center. That could be diversity month. It's like your "picks." Here are the picks for GF.

GF is the group that is connecting people.

**Create a Recreational Mecca.** Along the river we need to have a white water park. It's like how Greenville could turn into a world class bicycling center We could become a huge recreational downtown.

We are in the perfect Downtown for a recreational mecca. It's always been baffling people don't take advantage of the recreational opportunities. The general public isn't seeking it out. That our our natural element that needs to be exploited.

We are not marketing Greenville's outside assets.

Is there a group that links young entrepreneurs to capital? That isn't what NEXT is? John Warner talked about starting an incubator, but we don't know what the status is.

Stopped at 43 minutes ontapel.

## Manifesto Meeting Notes

---

Task Force Meeting: October 23, 2006  
Greenville Forward Office

*Attendees:*

Liz Cotner, Mary Ellington Alan Ethridge, Jeff Papenfus, Nicole Ream, Brock Koonce

### Continual Homework

Come to the meeting with the question, "*What if?*" Think of it in terms of Greenville's future. Put yourself in the position of a leader of Greenville, not in your position of your everyday job. Think about the "*What if's?*" that pertain to Greenville. Come with some examples. And, anytime you find a way to shoot down your own "*What if?*", counter it with "*Why not?*"

The Purpose of the Manifesto Group is to continue to dream for Greenville outside of conventional meetings. The Group discussed that this is not a Task Force. It's not a committee. It's a group of people with diverse backgrounds, who are leaders in the community and who continue to dream for Greenville. Many of the participants have lived in other cities/communities across the country. They bring a variety of experiences, sights, sounds, feelings, emotions, etc. to this group. Our challenge is to use those experiences to help us dream for our own Community.

### Moving Forward

Brock began the meeting discussing what Greenville Forward should be doing outside of maintaining Task Forces. Although, the biggest component of Greenville Forward are the Task Forces, they can be doing things outside of that spectrum to continue building collaborations, etc.

The group then brainstormed about possible things that could be done.

#### Speakers Series

How can this be unique? There are a lot of speaker series in Greenville. What can Greenville Forward do to make this stand out. Something outside of simply sitting down and listening to a speaker.

- What about focusing on specific topic areas, then bringing a representative from that area to speak? i.e. a homeless man speaking on homelessness. This brings the "realism" into the scene, rather than listen to an "expert" talk about the situation. And, do it at the Soup Kitchen. Make people feel a bit uncomfortable.

- Introducing Diversity into Our Community.

- Bring in representatives from a benchmark city to talk about what they've done. It becomes a speaker series of experts from around the country who have experience and planning the same things we are going through now.

Many on the Task Force feel that this is not what Greenville Forward should be focusing on now. Our main task for this year is to get the Task Forces up and running. We can hold on the Speaker Series ("Momentum Series") until next year, when we have structures in place to handle the planning.

#### Developing Programs Throughout County

Greenville Forward should be looking at gaps in the County and seeing where programs can be instituted. This includes connecting different organizations.

- Ⓞ Providing Research for Actions Items from Task Force  
GF should be providing research and statistics and information on the action items that are coming out of each Task Force. From all of this, plans can be made and tangible items can be created.  
Within this, they need to be assigned ownership to individuals or groups to move things along.
- Ⓞ GF should be making presentations on a daily basis. Identify organizations to meet with and present what GF is and does to them. This way, GF becomes the experts. GF needs to become the go-to resource for anyone that has a question about Greenville County. This can be done by talking and presenting to everyone and letting them know we are the experts.
- Ⓞ PRESS, PRESS, PRESS. Press releases should be done on a weekly basis. Updates on Task Forces, meetings, seminars, community visits. There is no such thing as too much press.
- Ⓞ An Annual Event needs to be done. This could be a sponsored event. Something low cost to the attendees and something cool. Could be done as a fundraiser or simply as an Annual Report.
- Ⓞ **Greenville Forward needs to become a line item on the City and County Budget sheets.**
- Ⓞ Young People Targeted Fundraiser. Low ticket price. Cool atmosphere. Get them engaged.

**Next Meeting: 11/27, 5PM @ GF**

## Manifesto Meeting Notes

---

Task Force Meeting: September 27, 2006  
Greenville Forward Office

### *Attendees:*

Mary Ellington, Alan Ethridge, Taryn Foster, Javiere Norris, Jeff Papenfus, Cary Perkins, Nicole Ream, Jay Spivey, Brock Koonce

*If I missed anyone that was here, please forgive me.*

### **Continual Homework**

Come to the meeting with the question, "*What if?*" Think of it in terms of Greenville's future. Put yourself in the position of a leader of Greenville, not in your position of your everyday job. Think about the "*What if's?*" that pertain to Greenville. Come with some examples. And, anytime you find a way to shoot down your own "*What if?*", counter it with "*Why not?*"

The Purpose of the Manifesto Group is to continue to dream for Greenville outside of conventional meetings. The Group discussed that this is not a Task Force. It's not a committee. It's a group of people with diverse backgrounds, who are leaders in the community and who continue to dream for Greenville. Many of the participants have lived in other cities/communities across the country. They bring a variety of experiences, sights, sounds, feelings, emotions, etc. to this group. Our challenge is to use those experiences to help us dream for our own Community.

### **Moving Forward**


Based on our last meeting on 8/21/06, we have decided that The Manifesto Group will serve as a clearing house for all Task Forces. Greenville Forward will discuss with this group the issues that have been brought up with all the other Task Forces. Greenville Forward will provide the Manifesto Group with an Action Item List from all Task Forces. The group will then discuss those items and continue to dream.

The Manifesto Group will serve in a "Faculty" role with Greenville Forward. If you look at the Task Forces as "students," then Manifesto will be the guiding force that can truly analyze the initiatives and ideas generated from these groups. Initiatives and ideas that could be easily overlooked.

### **General Discussion**

Who else needs to be here? If this group is truly made up of the creative class in Greenville, who is missing? What areas are we missing? Please continue to think about this question. The ideas and initiatives generated from this group are a product of who is a part of it. If we are missing key pieces from a participant standpoint, we could be missing some of the big ideas.

What do we want Greenville to be?

-  We want to be known as a center for young members of the creative class

One of the main problems is that we still have not decided, as a community, what we want Greenville to be and who we are.

- ⌚ Do we have a character?
- ⌚ Identity?

**An example of something another community has done to meet or create a vision is in Portland, Oregon. They conducted a visioning process with local leaders, etc. Much like Greenville's. The main initiative that came out of that visioning process was: "We want to see Mt. Hood."**

**This spoke to environment, governmental, infrastructure, etc. They wrapped up what they wanted to be in a simple phrase and idea.**

The Manifesto Group needs clout. We need to have the power so when we say or do something, people immediately take notice.

- ⌚ The immediate clout for this group come from that it is part of Greenville Forward. GF is gaining some clout in the community and Vision 2025 is recognizable. The fact that the Manifest Group is part of GF, gives it some clout.

Because we have no real identity, what about getting all three groups (Mayor, CVB, and Chamber) together to discussing the future branding of the City.

- ⌚ The rationale behind this lies in the fact that they are all working on separate branding campaigns for Greenville. We need to be consistent.
- ⌚ What about the County?

We need more young professional activism.

- ⌚ Not just political, but we do need more political action among this group. The political leaders should embrace this as well.
- ⌚ We need the young people in Greenville to have a voice, and use it.
- ⌚ Attend County and City Council meetings

**Next Meeting  
October 23, 5PM @ GF Office**

## Manifesto Meeting Notes

---

Task Force Meeting: August 21, 2006  
Greenville Forward Office

### *Attendees:*

Alan Ethridge, Mary Ellington, Nicole Ream, , Mary Hipp, Jeff Papenfus, Jay Spivey, Ryan Robinson,,  
Russell Stall, Brock Koonce

*If I missed anyone that was here, please forgive me.*

### **Continual Homework**

Come to the meeting with the question, "*What if?*" Think of it in terms of Greenville's future. Put yourself in the position of a leader of Greenville, not in your position of your everyday job. Think about the "*What if's?*" that pertain to Greenville. Come with some examples. And, anytime you find a way to shoot down your own "*What if?*", counter it with "*Why not?*"

The Purpose of the Manifesto Group is to continue to dream for Greenville outside of conventional meetings. The Group discussed that this is not a Task Force. It's not a committee. It's a group of people with diverse backgrounds, who are leaders in the community and who continue to dream for Greenville. Many of the participants have lived in other cities/communities across the country. They bring a variety of experiences, sights, sounds, feelings, emotions, etc. to this group. Our challenge is to use those experiences to help us dream for our own Community.

### **Moving Forward**

Based on our last meeting on 8/21/06, we have decided that The Manifesto Group will serve as a clearing house for all Task Forces. Greenville Forward will discuss with this group the issues that have been brought up with all the other Task Forces. Greenville Forward will provide the Manifesto Group with an Action Item List from all Task Forces. The group will then discuss those items and continue to dream.

The Manifesto Group will serve in a "Faculty" role with Greenville Forward. If you look at the Task Forces as "students," then Manifesto will be the guiding force that can truly analyze the initiatives and ideas generated from these groups. Initiatives and ideas that could be easily overlooked.

### **General Discussion**

What would your mission statement be for this group? How would it fit with what was said above?

This group needs to be "rejuvenating." "Worth My Time."

- If we continually sit around and talk about the same things, will it do us any good?

We need to expand the group, size-wise. We need more people.

- Narrow down the current list and add those real, visionary, creative thinkers.

We need to find two or three themes.

- Connectivity
- Perceptions (Changing or work with current)

“At some point you have to produce more than just a document.”

**“Manifesto Group is an advocacy group that helps connect.”**

Meaning:

We connect Task Forces to each other.

We connect initiatives to each other.

We are aware of duplications of efforts.

### **Issues Series**

Could this be the focus of Manifesto? Each Manifesto meeting will focus on an issue/idea/initiative/vision from a Task Force. Could focus on more than one. Explore ways to get things done. For example, meetings could focus on:

- Homelessness
- Hispanic
- Connectiveness
- Talent

Focus on working in tandem with Ignite?

### **Action Item**

Greenville Forward will generate a list of 5 things for each Task Force that are interesting to them.

### **Action Item**

Look up “Born in the Brothels.”

### **Action Item**

Explore doing a fundraising party for Greenville Forward for less than \$100. Do a gala at a young person's pricepoint.

Potential Members to Invite to Manifesto Group:

- Matt Cotner – Carolina First (banking)
- Tom Sloan – Trone – Greenville (advertising)
- Will McKibbin – Nexen Pruet (Lawyer)
- Sallie Holder – Ogletree (Lawyer)
- Nichole Livengood – TR Arts Mission (artist)

Who else should we add? Please bring a list.

**Next Meeting:**

**September 23<sup>rd</sup>, 5PM @ Greenville Forward.**

## Manifesto Meeting Notes

---

Task Force Meeting: July 24, 2006  
Greenville Forward Office

*Attendees:*

Jay Spivey, Alan Ethridge, Don Koonce, Mary Hipp, Nicole Ream, Liz Cotner, Russell Stall, Brock Koonce

### Manifesto – Greenville

"A few years ago, Memphis created the Memphis Manifesto, a statement which inspires creativity, acceptance, and empowerment for young creative people throughout the country. We believe we can do the same thing here."

The Memphis Manifesto Summit was an unprecedented gathering of the 100 best and brightest, most active and creative minds from all over the U.S. – dubbed the "Creative 100." The Summit was held on May 1-2, 2003 in Memphis and hosted by Richard Florida.

Participants came from 47 cities to meet for the first gathering of The Creative Class. The Manifesto is their **definitive blueprint** for communities competing for creative workers and seeking to retain their own.

For two days, the collection of "creatives", the young, mobile professionals came together to share their thoughts and insights in the areas of business, culture, finance, design, society, education and science, and, in the end, to develop the definitive manifesto for cities and regions competing for their talent. The Memphis Manifesto was a "call to action for the Creative Class."

- **To serve as a "magnet for ideas for those that don't have the money or influence to get them done."**
- **Build a community of ideas.**
- **Establish Greenville's place as the center of creative thinking on urban issues.**
- **Serve as an "incubator" for many of the programs and policies Greenville Forward will develop in the coming year.**
- **Continue to dream for Greenville Outside of conventional meetings. Not a committee. Not a Task Force. This is a group of people with diverse backgrounds, who are leaders in the community and who continue to dream for Greenville. Many of these participants have lived in other cities/communities across the country. They bring a variety of experiences, sights, sounds, feelings, emotions, etc. to this group. Our challenge is to use those experiences to help us dream for our own Community.**

- 🕒 Create a brand and get the right people involved.
- 🕒 Create collaborations between arts, companies and athletics.
- 🕒 Develop a foundation to grow critical mass.
- 🕒 Brand Greenville as a young entrepreneurial capital of the world, an incubator.
- 🕒 Grow our own venture capitalist.
- 🕒 Create a Visual Arts Center (outside of MAC).
- 🕒 3 At-Large members of County Council w/ 1 At-Large Chair.
- 🕒 Consolidate City and County Councils
- 🕒 Get laws changed to accommodate street artists/musicians (something new and different)
- 🕒 Create a more affordable downtown for young people to live.
- 🕒 Viable transportation to other areas of the County (taxi, tram, etc.)
- 🕒 Midnight Movie House
- 🕒 Woman Mayor
- 🕒 Young Mayor
- 🕒 Create political education seminar for young people with political aspirations. Year-round. 3 sessions in Fall. 3 sessions in Spring.
- 🕒 Create informational session for young professional training for sitting on a Board.
- 🕒 Create effort to bulk market Greenville's arts offerings to tourist markets.
- 🕒 Create studies on the economic impact of every area involved in Vision 2025 on Greenville County.
- 🕒 Define "who we are." (meaning Greenville)
- 🕒 Create those "things" that will make Greenville top of mind to those outside of community.
- 🕒 Create a database or contact list with all the schools alumni. Send reminders about Greenville.
- 🕒 Create a "Greenville" email address that citizens can use. Helps promote Greenville, ties them to Greenville, serves as a reminder.  
- example: bkoonce@greenville

## Meeting Notes

Group was asked to take a look at the action items (above). Some can be done. We can put these in a report and take them to the people.

- 🕒 If we can out some real "what ifs" at the table and get them done, this group would have been very successful

## Action Item

- 🕒 A cool website that people could go to and find out everything that's going on in Greenville.
- 🕒 Could have a forum where people in and out of Greenville could post comments, chat, etc. Reference the Forum section on UpstateOnstage.com
- 🕒 Great, fun, clearing house website that has everything under the sun pertaining to Greenville. Reference CitySearch.com.

What other cities have been successful at creating a new, vibrant scene for their citizens? Portland has been successful. Memphis has been.

Greenville used to have a Downtown website. It was through the Downtown Area Council. It has gone away. Why? Can it be brought back?

## Action Item

- 🕒 What about live cam's downtown? People can go online and see what is happening on Main Street. Check and see if anyone is out and where they are.

Russell and Brock discussed the Student Retention survey recently conducted by Greenville Forward. If you would like to see that, you can find it on [www.greenvilleforward.com](http://www.greenvilleforward.com)

Greenville will never be an Austin, TX. Nor should it want to be. We need to embrace our unique-ness.

- ⓪ Do we need to redefine ourselves? Or should we build on the assets we currently have?

We need to change the perceptions in the County.

- ⓪ Change perceptions vs. create new perceptions
- ⓪ Michelin example with recruiting. People didn't want to work in a "tire factory." So they recruited based on the idea and feel of Michelin. An international company, etc.

"If we create the perception and convince everyone that it is true we can achieve a lot. But, we need to make sure it is that way in reality."

**One of the biggest challenges in Greenville is that we are such a "surprise" to everyone.**

- ⓪ People come to Asheville, etc. "and discover" Greenville.
- ⓪ What has Asheville done to become a "destination?"

#### **Action Item**

Why don't we have a Historical Walking Tour?

- ⓪ Concentration on Downtown – Mill Sites, graveyards, etc.
- ⓪ Youth Leadership Greenville will be doing a walking history tour of Downtown. Partnership?
- ⓪ Springwood Cemetery – Walking Tour.  
- A guided tour is in the mailbox at the entrance to the cemetery, but nobody knows that.
- ⓪ College students could conduct the walking tour and get credit. G.F. to talk to Furman about creating an Ambassador Program.

Please visit the Memphis Business Improvement District.

Check: [http://www.downtownmemphis.com/domain/about/about\\_faq.asp](http://www.downtownmemphis.com/domain/about/about_faq.asp)

#### **Action Item**

What about a Great, fun, clearing house website that has "everything under the sun?" This could serve as an informational joint for all citizens to find out anything that they needed to know in Greenville.

- ⓪ Is this currently being done?
- ⓪ LINK calendar doesn't do it.

Who needs to be here?

- ⓪ 25 – 40 Year Olds
- ⓪ Pacific Northwest representation
- ⓪ Mid-west
- ⓪ West
- ⓪ People who are new to Greenville

People talk about Greenville being a cheap vacation, etc.

- ⓪ We don't want to sell ourselves on things like that, do we?
- ⓪ We need to be considered a destination, right?
- ⓪ People have to be proud of Greenville. If we can't sell our pride, then we can't win.

#### **Action Item**

Young Professionals (Person's) Renaissance Weekend

- ⓪ Meet at a vineyard and talk about the Vision, etc.
- ⓪ Any topic on the table.

What about a day-long seminar on how to get involved?

#### **There has to be a point where young people can take control.**

- ⓪ Young people are waiting for the "Old Guard" to say "go get 'em."
- ⓪ No young people were present in the Market Street Study and the report directly talks about the lack of young professionals.

#### **Action Item**

Conduct an inventory of all Non-Profits in Greenville County.

#### **Homework**

- ⓪ Bring names of other people that should be involved with this group. Reference list above.
- ⓪ Bring a (or more) definition of "being engaged."

Meeting Adjourned.

#### **Next Meeting**

August 21, 5PM @ Greenville Forward

## Manifesto Meeting Notes

---

Task Force Meeting: June 12, 2006  
Greenville Forward Office

*Attendees:*

Alan Ethridge, Mary Ellington, Nicole Ream, , Don Koonce, Liz Cotner, Jeff Papenfus, Mary Hipp, Russell Stall, Brock Koonce

### Continual Homework

Come to the meeting with the question, "*What if?*" Think of it in terms of Greenville's future. Put yourself in the position of a leader of Greenville, not in your position of your everyday job. Think about the "*What if's?*" that pertain to Greenville. Come with some examples. And, anytime you find a way to shoot down your own "*What if?*", counter it with "*Why not?*"

The Purpose of the Manifesto Group is to continue to dream for Greenville outside of conventional meetings. The Group discussed that this is not a Task Force. It's not a committee. It's a group of people with diverse backgrounds, who are leaders in the community and who continue to dream for Greenville. Many of the participants have lived in other cities/communities across the country. They bring a variety of experiences, sights, sounds, feelings, emotions, etc. to this group. Our challenge is to use those experiences to help us dream for our own Community.

### General Discussion

- We have a tendency to establish perceptions before they happen
- We continue to struggle with "who we are"
- We need to create other things that become top of mind to others outside of Greenville

### What Do We Want Greenville To Be Known As?

- Great location (mountains / ocean)
- Controlled growth throughout County. Monitor sprawl
- Greenville is a destination
- Healthy Community

- 🕒 Environmental Art
  - Known for it's "natural" environment
- 🕒 Parks. Green.
- 🕒 Decent housing
- 🕒 Good education – "out of the box" educational solutions
- 🕒 "A community that thinks on their own"
- 🕒 Center of innovative ideas and growth
- 🕒 One common place to find things
  - can be helped by a website

### **10 Year Dream For Greenville**

- 🕒 Out of the box way of education
- 🕒 New mayor
- 🕒 We don't have to justify, argue for the things that are not viewed as great (i.e. right wing, conservatism...)
  - There is enough to do in Greenville that we can tout those instead
- 🕒 Database / Contact with all schools alumni to remind them about Greenville
- 🕒 "Can Do!" attitude
- 🕒 Enacted Plan – Effective methodology to meet everyone's standards (Downtown)
  - Downtown living
- 🕒 Diversity in entertainment options
- 🕒 "It's okay to be a little off"
  - outside the norm
- 🕒 Unified and sustaining arts community
- 🕒 Known as a city for it's outstanding educational system
- 🕒 What about a Greenville email address?
  - example: [bkoonce@greenvillesc.com](mailto:bkoonce@greenvillesc.com)
  - citizens could get their email address as "@greenvillesc.com" Could serve simply as a promotional tool.
  - Other cities have this and it's proven to be successful.

**Next Meeting: July 24<sup>th</sup> , 5PM – Greenville Forward Office**

**Continue to ask "What if?" and "Why not?"**

## Manifesto Meeting Notes

---

Task Force Meeting: May 8<sup>th</sup>, 2006  
Greenville Forward Office

*Attendees:*

Alan Ethridge, Mary Ellington, Nicole Ream, Cary Perkins, Jay Spivey, Don Koonce, Liz Cotner, Russell Stall, Brock Koonce

### Homework

Come to the meeting with the question, "*What if?*" Think of it in terms of Greenville's future. Put yourself in the position of a leader of Greenville, not in your position of your everyday job. Think about the "*What if's?*" that pertain to Greenville. Come with some examples. And, anytime you find a way to shoot down your own "*What if?*", counter it with "*Why not?*"

### What If's

- What if Greenville had a thriving nightlife?
- What if religious fundamentalism took a back seat in our every day lives in Greenville?
  - would spur economic growth
- What if we had a contemporary arts center?
  - Visual arts center (outside of MAC)
  - Have arts become "mainstream" to the detriment of content?
- What if we get the "Forward Thinkers" in Greenville in positions where they can influence opinions?
  - Political influence could be hard to change, but can chip away gradually.
  - Balance the political scale.
- What if we had 3 At-Large members of County Council, with 1 At-Large Chair?
- What if we consolidate City and County Councils?
- What if we had street musicians/artists?
  - something new and different.
- What if Greenville truly embraced young people?
  - Living downtown (affordable)

- What if we had viable transportation to other areas of the County (taxi, tram, etc.)?
  - Runs frequently
  - Inexpensive
- What if you could see a movie at mid-night downtown?
- What if we had a jazz/blues/dance club downtown?
  - Example – Knoxville, movie screen on a building wall downtown
- What if the City promoted / supported all these great ideas?
- What if there were term limits for Mayor, etc. (are there currently)?
- What if a woman or a young person were Mayor?
- What if there were a communal diversity entertainment board / council?
- What if there were a better / more frequent political info/education seminar for young people with political aspirations? Year-round. 3 sessions in the Fall. 3 sessions in the Spring.
  - Young Professional training for sitting on a board.
- What if there was a marketing effort to bulk market Greenville's arts offerings to tourist markets
- What a group tracked the economic impact of the arts in Greenville County (GF)?
  - a central agency took on this project and funded it for all the arts groups. Would it increase their ability to fundraise and sell their product? Would it challenge/compete for CVB or others funds?
- What if Greenville was viewed as a culturally accepting and diverse place
- What if different cultures in Greenville interacted socially?
- What if the Non-Profit Executive Directors (big and small) had the education, training & overall skills they need to positively & successfully manage their boards, fundraise & run their agencies effectively?
- What if boards listened to their staffs & ED's?
- What if there were interesting, safe, inviting places to stay out late?
- What if we limited sprawl?
- What if we created a useful mass transit system & plan for alternative to car transportation?
- What if Greenville was a contemporary arts center – competitive with top international cities? Or viewed, internationally, as a center for the arts.

### **Other Issues/Ideas**

- The collective mindset of Greenville needs to change.
  - We can't have a display that contains nude art without an uprising.

- Both sides of the fence (on any issue) should be ready to defend their platform, but listen to the other side.
- We need to “dare to take risks.”
- The current attitude in Greenville is that we need to “play it safe.” That thinking won’t get us to the next level. We need to challenge the boundaries of where we are now. Push the envelope. Cutting edge thinking.
- Studies need to be done on the economic impact of every area in Vision 2025.
- So many ideas in Greenville are “driven by money.” People with money DO NOT have the same mindset as those without.
- This group or Greenville Forward could serve as a “magnet for ideas for those that don’t have the money or influence.
- We need to connect people.

**Next Meeting: 6/12, 5PM @ Greenville Forward**

# Greenville Manifesto Task Force Notes from Meeting

---

January 18<sup>th</sup>, 2006

## What is Greenville about?

- It's "easy."
- Are we a self fulfilling prophesy?
- We are the buckle of the Bible belt
- A lot of positive things are going on, but we are not talking with each other
- We need people who are diverse to hang out with
- Need to end apathy. Someone has to lead, and it has to be people other than the traditional "older" Greenvillians
- We do not value risk taking. Most people are not willing to take the risk to lead.
- There needs to be something on the ballot to get people out.Task force participants (still a growing group and a moving target)
- Kick off meeting summary. A flow of the discussion, with no findings. We tried to capture the discussion.

## Where do we need to focus?

- Change begins in the public school system.
- There are no vehicles for getting to know "diversity"
- There is not much "cool" to do in Greenville.
- We need to create more of a university town. Furman students call us "townies."
- Greenville Tech 20,000. Invite Bob Jones to participate
- No one want to move here to become an "activist."
- We need to develop the pride in Greenville
- Feature what we are doing well.
- What do we stand for? Create a brand and get the right people involved. Often the wrong people are involved.
- We are still controlled by the seersucker mafia.
- We need to treat Greenville like a business. We have 12,000 employees, \$300 million budget, yet \$0 marketing expenditures.
- Greenville is a club
- Where are all the 28 year old single people?
  
- There needs to be a dissemination of the good things going on...
  - Peace Center movies
  - Plays
  - Meeting opportunities
  - Calendar of events
  - Create a culture map of Downtown (in Link). Have a regular flyer
- Create collaborations between arts and companies and athletics
- Develop a foundation to grow critical mass. We don't have that now
- Become more pedestrian. Walking, knowing people
- Atlanta Sports and Social Club (Flag football league)
- Venture capital funding is not good
- Brand Greenville as a young entrepreneurial capital of the world, an incubator.
- Grow our own venture capitalist. Draw the five person company who will become Dell

- Create clusters. Can we create something based on a mindset?
- ICAR is not about cars, but about research
- Destroy the hindrances to get people together
- "Raising a family" is our mecca
- Hard to get groups to collaborate
- Need a two prong attack. Short term and long term.