

## Ignite Task Force Meeting Notes

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Meeting Date: September 26, 2006

*Attendees: Betsy Schroeder, Matthew Manley, Jonathon Hammond, Kurt Schumacher, Kirk Chapman, Trey Suggs, Mary Douglas Neal, Sylvia Carlson, Carrie Woodward, David Wyatt, Mary Ellington, Brock Koonce*

### **What are two things that keep you in Greenville?**

- Placement (mountains, beach, etc.)
- Exciting
- Family
- Door of opportunity to get involved, more than a larger city has
- Outdoor all year (camping, hunting, fishing)
- Real estate market is attractive
- Opportunity (start a company, get involved, etc.)
- Economically well balanced (bang for the buck)
- Job
- Friends
- Small city with big city feel
- Opportunity to help community grow
- Seasons
- Thriving arts scene
- Cost of living
- Growth and opportunity in job market
- Clean
- The right trend. The counter culture is becoming more evident. It's a matter of time.

### **What are two things that would make you want to leave?**

- Cost of living is too high for the living that is cool. No downtown affordable housing
- Education
- Politics. Less discourse between left and right than other cities in America
- Not enough culture (unlike the West Coast. Not business all the time)
- Tough place to be single
- No counter-culture
- Traffic
- No "edgy-ness"

You tell your friends that Greenville is cool because...

The leadership wants the young to get involved. But, there is a disconnection somewhere. The young don't know how to get involved, and the leadership isn't leading us to let us know how.

Does Young Greenville have a voice?  
They have the opportunity to do it.

Defining "coolness" is an aura. It's hard to define. It's a feeling. If you define "coolness" and everyone starts doing it, it's not cool anymore.

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**Action Item:** What about creating a website that talks about the history of Greenville? Could this be in conjunction with the guy that is leading history tours of downtown?

- Could be a tool that talks about how the leadership developed Greenville, not politics.
- Could be an attractive tool for young people looking to move here for work, etc.

History is not reflected on the Coolness Vision. This is a cool part of Greenville.

Does the slow pace of Greenville (and the South) affect our competitiveness in keep young talent?

There is a "sense of connect" that doesn't happen in other cities. It happens in Greenville. How can we utilize that?

**What do we lack?**

**Music**

**More venues for music**

**Action Item:** We need to connect to the colleges. Clemson, Furman, Greenville Tech.

What are advantages that we have here that we haven't done anything with?

**Action Item:** Create programs with businesses outside of Greenville send out our young people to intern and get the experience to bring it back to Greenville.

**Action Item:**

Mary Douglas Neal and Greenville Forward to work together to inform

We have not "dive bars". What happens is that the bars that serve a counter culture.

**Next Meeting**

10/24, 5:30 @ 221

11/28, 5:30 @ 221

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