

FIFTH ANNUAL
JOINT UNIVERSITY/CITY BANQUET

THE
DECADE OF DESTINY
1990-1999

Sponsored by



Joint
City
University
Committee

TUESDAY, JUNE 12, 1990 — 5:30 P.M.
HOLIDAY INN
CLEMSON, SOUTH CAROLINA

Joint University/City Banquet
June 12, 1990
Holiday Inn
Clemson, South Carolina

SUMMARY

The Fifth Annual Joint University/City Banquet was sponsored by the Joint University/City Committee. Its purpose was to:

1. Bring together those men and women who play a vital role in the growth and development of the Clemson Community.
2. Open new lines of communication and to enhance existing lines of communication.
3. Educate and to inform through the sharing of thoughts, ideas, and philosophies.
4. Identify and to establish direction and common goals and objectives in an effort to facilitate quality controlled growth.

Displays were set up in the lobby area. They involved such subjects as Downtown Revitalization, The Nettles Recreation Facility and the new City Hall. Documents such as the City Land Use Update, The University/City Services Consolidation Report, The Joint University/City Transportation Study and The University Master Growth Plan were available. All of these served to make everyone aware of actions taken, plans for the future and many resources (human and physical) already in place. Each guest was seated with other guests who shared similar responsibilities and interests. This arrangement was designed to stimulate conversation which would both enlighten and educate the participants through the exchange of ideas and philosophies.

THE PROGRAM

Catherine Smith, a member of the Joint Committee and coordinator of the banquet welcomed the gathering. She expressed great pleasure over the accomplishments to date, but she went on to encourage continued cooperation in the years ahead.

Clemson Area Chamber of Commerce

Wayne King, Chairman of the Board of the Clemson Area Chamber of Commerce, stated that the purpose of The Chamber is "to advance the civic, commercial, industrial, educational and agricultural interests and general welfare and prosperity of Clemson and the tri-county area."

He indicated that the Chamber is divided into five divisions:

1. Membership Development
2. Business and Government Awareness
3. Community Development and University Relations
4. Economic Development
5. Tourism

In the past five years, the Chamber has accomplished a great deal in the transition from an all-volunteer organization to one with a full-time Chamber executive and support staff as well as a permanent office at Calhoun Corners. The membership has expanded during this time from 100 to over 300.

In addition to revenues derived from membership dues, the Chamber has secured Accommodations Tax funding and has instigated many fund-raising events.

The Chamber has broadened its sphere of influence through participation in the I-85 Business Belt Organization and the Pickens County Chambers United. Most recently it merged with the Central Chamber of Commerce to form The Clemson Area Chamber of Commerce.

This year The Chamber has installed "Welcome to Clemson" signs, installed a tourist information radio station and started summer hours at the office to accommodate weekend visitors.

Before the end of the year, it will: (1) Hold its 2nd Annual Golf Tournament, (2) Sponsor the 2nd Annual Tour of Clemson Bike Race and (3) Form a marketing team working in conjunction with the City of Clemson Economic Development Commission.

Chairman King reminded the group of the Chamber's slogan "Forward Together" and encouraged them to continue in that manner for the years ahead.

Joint University/City Committee

Butch Trent, chairman of the Joint Committee, expressed excitement over the Committee's contributions to better University/City relations during the Committee's first five years of existence. He went on to detail the history of this advisory group, beginning with its formation by President Cox and Mayor Abernathy in 1985.

With members appointed by the Mayor and the President, this group's collective aim is "to improve the quality of life of the citizens of the City of Clemson, the members of the University family and all others who inhabit or visit the environs of the two entities."

Its goals are to:

1. Foster communications and relations between the

City and the University.

2. Improve the utilization of resources, especially human, available within each community.
3. Identify mutual opportunities and concerns and to suggest creative approaches toward the disposition of such issues.

It is a problem-solving, semi-autonomous group. Said Mr. Trent, "With the support and respect of the entities which it serves, the Committee is capable of taking the lead in matters affecting both the City of Clemson and Clemson University."

Thus far the Committee has been instrumental in bringing about:

1. The Joint Transportation Study
2. The Clemson University/City of Clemson sewer agreement
3. The University/City Consolidation Study
4. The formation of a Recreation Task Group and a Housing Task Group
5. Better cooperation between the City and University Police Departments

Mr. Trent went on to add, however, that although much has been accomplished, much is yet left to be done. He encouraged the continued cooperation between the two parties.

Clemson University

President Max Lennon indicated that the theme "Decade of Destiny" is most appropriate, for "it will be one of the most exciting and challenging in our history." He indicated that Clemson University has the opportunity to join the ranks of the great land-grant universities, but that the competition for this margin of excellence is keen.

Lennon added that the University has just completed a campus-wide strategic planning process, designed to identify those areas in which it can excel. Emphasis in these areas such as the quality of the undergraduate programs, the environment, advanced materials and biotechnology should attract the best students, the best faculty and greater public and private investment in the University. To do this, Clemson is adapting its management techniques to match those of some of the country's most dynamic corporations.

Lennon went on to add that the University's growth is expected to stabilize in this decade with an anticipated increase in graduate enrollment as "we continue to mature as a research institution." This brought up the subject of housing, and Lennon indicated that there are no plans now to increase the number of beds on campus where 55% of the undergraduates are presently

housed. A task group, however, is looking at this issue.

Lennon commended the Joint Committee, in particular for its Consolidation Study of other university communities. This study should "provide a model for future cooperative areas such as transportation and recreation." He pledged continued support in dealing with such issues as traffic, parking and recreation. He also pledged continued full support by the University for the Joint Committee.

"The Joint University/City Committee will continue to receive the full support of the University. The City of Clemson and Clemson University are tied together physically, economically, and historically. Our common interests and concerns far outweigh the town-gown tensions that exist in any university community. We want a safe community. We want to enhance the quality of life for our children. We are united in these and so many other goals.

"This banquet is an important symbol of this unity. But far more important is the work we will do during the other 364 days of this year to make Clemson, all of Clemson, a great place to live and work."

The City of Clemson

Mayor Abernathy, in his address, spoke initially of quality of life, observing that this is an area where we never "arrive." As good as our quality of life is, we must constantly strive to enhance it or we lose ground. Thus, we can never afford to "rest on our laurels."

Nevertheless, he said that we can take a moment to recognize our accomplishments and to savor them. In the area of General Operations of City Government, he cited growth policies, new annexation and the multi-family housing task force as ways that we have grown, while allowing for maximum citizen input. He pointed out the recent reorganization of City Government, especially the change in Planning and Development, as ways to aggressively determine how we will grow, "for certainly we will." Public Information, he observed, has never been more of a priority, with such efforts as the Annual Report and the recent Town Meetings.

Abernathy went on to catalog vast improvements in the area of Public Safety, Economic Development, Infrastructure and Recreation, with special emphasis on the development of the Nettles Family Center and its eventual role as a catalyst for family activities in the community.

As to town-gown relations, Abernathy said it was time to move to the next phase of the relationship. "It is time," he said, "to commit to common projects, money saving measures for both, and a total commitment to the fact that we serve a common

constituency."

"We are inextricably linked," he said, "and we must enter the decade of the nineties with that in mind." He indicated that as we move forward, we must look to the future---not just 1 or 2 years ahead, but 20. "With a true sense of teamwork, we can insure that our children have the opportunity to live in a manner to which we have come to love and to enjoy."

In Conclusion

General Hugh Clausen, in his closing remarks, pointed out that this gathering of concerned individuals symbolized the great unity and cooperative spirit which exists between the City and the University today. He indicated that the 1990's are, indeed, the Decade of Destiny, and that we are in a great position to have a most positive direct impact on just how fruitful it can be.

As a member of the Joint University/City Committee, he expressed great pride in its accomplishments to date but, at the same time, he encouraged continued support by the University and by the City for this most vital organization.

Echoing the remarks of Dr. Lennon and Mayor Abernathy, he recognized the fact that in any university town there are unique challenges to be met, but he indicated that **we are a unique community**, unified and working in harmony. "The problems are there, but working together, our accomplishments can be immense."