



CITY OF GERMANTOWN

TENNESSEE 1930 South Germantown Road • Germantown, Tennessee 38138-2815
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Economic Development Commission
Thursday, October 4, 2012 – 5:30 p.m.
Blue Conference Room
Department of Economic & Community Development
1920 S. Germantown Road

1. Call to Order
2. Approve September 6, 2012 Minutes
3. Old Business:
 - a) Economic Sustainability Strategic Plan (Performance Measures)
 - 1) Business Development - Promote existing businesses to generate revenues for the City to balance tax base. Conduct one promotion strategy 2nd quarter (October-December): Social Media Seminar
 - 2) Heart of Germantown - Create a Bicycle and Pedestrian-friendly Environment :
 - i. Farmington Phase II
 - 3) Retail Development
 - i. Visit five businesses each month
 - ii. Attract new businesses to locate and invest
 - 4) Medical and Healthcare Strategy (DR/ JK)
 - 5) Home-based Businesses (DR,___)
4. New Business:
 - a) Roadway Projects:
 - 1) WRB
 - 2) Poplar Avenue
 - 3) Poplar Avenue Non-Participating Public Improvements
 - b) TVA Retail Forum Update – Brian Pecon
5. Next Meeting – November 1, 2012 – 5:30 p.m.
6. Adjournment