

ECONOMIC DEVELOPMENT COMMISSION

Thursday, September 6, 2012

Blue Conference Room

1920 South Germantown Road

The regular meeting of the Economic Development Commission (EDC) was held Thursday, September 6, 2012, in the Blue Conference Room. Chairman Jerry Klein called the meeting to order at 5:30 p.m.

PRESENT: Jerry Klein, Rocky Janda, James King, Brian Pecon, Michael Cody, Susan Burrow, and Greg Marcom

GUESTS: None

ABSENT: Donald Robbins, Charles McCraw, David Rea, Jim Stock, John Wagner, and Chris Harrison

STAFF PRESENT: Andy Pouncey, Director of Economic Community Development, Marie Burgess, Planner

A quorum for tonight's Economic Development Commission meeting was established.

MINUTES:

Approval of Minutes for August 2, 2012

Chairman Klein stated the first order of business is the approval of the minutes for August 2, 2012. If there were no additions, corrections or deletions to the minutes of the August 2, 2012, meeting of the Economic Development Commission, he would entertain a motion for approval.

Mr. Pecon moved to approve the Economic Development Commission minutes of August 2, 2012, as submitted, seconded by Mr. Cody. **The motion was passed**

OLD BUSINESS:

Economic Sustainability Strategic Plan (Performance Measures)

- 1) Business Development – Promote existing businesses to generate revenues for the City to balance the tax base. Conduct one promotion strategy 1st quarter (July-September): Jerry Klein attended a tourist foundation luncheon and talked with Bubba Rhode about Germantown. We will be having another developer/business breakfast or lunch before the end of the year.
- 2) Heart of Germantown – Create a bicycle and pedestrian friendly Environment:
Farmington Boulevard Phase II Reconstruction: will include bike lanes.
 - a. Description – Complete rebuild of roadway, subgrade, and curb and gutter from Allenby Road to Germantown Road. Intersection modifications at Brierbrook Road and Kimbrough Road include video vehicle detection.
 - b. Status – Farmington between Germantown and Exeter is open to traffic on asphalt base. Final pavement will be installed at a later date. Work continues east of Exeter.
- 3) Retail Development:
 - Visit five businesses each month: Michelle East Photography, Office Depot, The Winery of Germantown, Rite Aid, and Beauty Max/Apothetique.
 - Vesta Home Show will be in Germantown on Forest Hill Irene Road at Saint James Place October 8, 2012.
 - CoStar program: We have the lowest vacancy rates (7.9) in the Shelby County. We have 140, 000 square feet available; two of the largest vacancies are Schnuck's at Forest Hill and Borders Books. Mr. Marcom stated if you take those two out we have almost no vacancies.
- 4) Attract new businesses to locate and invest: Discussions involving Huey's are still ongoing. Ms. Burgess met with an architect who is submitting a proposal for Huey's (where the Super D used to be). Huey's now has a contract with Kroger. Mr. Marcom stated we really need to capitalize on the Great Hall for conferences. It will bring more people to the City to eat and shop.
- 5) Medical and Healthcare Strategy: The medical initiative is about attracting medical business such as physical offices, labs, and electronic medical records.

- 6) Home-based Businesses: The month of August had 11 new business licenses – 4 outside the city limits, 5 home-based and 2 brick and mortar businesses.

NEW BUSINESS:

- a) Economic Development Brand Identity RFQ: Rose and Associates Southeast, Inc. came in town to provide a final update on the Economic Strategic Plan.
- b) Greg Marcom talked about the update on the Economic Strategic Plan:
- 1) Create an enabling environment by clearly conveying a process by which business can start, locate or grow here. Germantown is business friendly and will improve processes to provide more certainty and predictability for business.
 - 2) Leverage assets by encouraging new investment where the community has already provided investment and infrastructure. This includes the central business district (Smart Growth) and other key commercial areas.
 - The Smart Growth framework utilized in the central business district may also be considered in other select areas. In addition to the central business district (Smart Growth), four additional areas of focus or *nodes* for development or re-development should be considered, based upon existing infrastructure investment and other variables. Engage in creating detailed small area plans for each node with areas of focus such as retail, housing or employment based upon market recommendations. This would expand shopping, dining and housing choices, support the expansion of existing business and attract new business development. These areas identified during the market and economic analysis:
 - Poplar Avenue
 - Wolf River
 - CBD/Smart Growth
 - Forest Hills
 - 385/Winchester
 - To assist in facilitating infill development where existing infrastructure investment exists, these nodes would create four additional areas for business attraction, which could be prioritized with incentives, similar to that created in the Smart Growth plan. Each node could provide an opportunity for a unique regulating document, such as an overlay district, to encourage new development.
 - 3) Build value from within by supporting those businesses or assets who are already contributors to our community. Germantown has valuable resources in healthcare, cultural and recreational assets.
 - 4) Reposition Germantown within the regional economy by leveraging our intellectual capital to allow expansion of business interests to attract investment and enhance the livability of our community.
 - 5) Establish measures of performance by creating benchmarks and promoting accountability in reaching our goals.
- Mr. Marcom noted the website is not being used as much as the social media sites.
- d) Roadway Projects:
- Wolf River Boulevard Connector
 - Description – Extension of Wolf River Boulevard from Kimbrough Road to Farmington Boulevard, approximately 1.9 miles. Roadway will consist of two travel lanes in each direction with a raised median and dedicated bike lanes on the paved shoulders.
 - Status – Project is currently on schedule and on budget. Bridge beams for second bridge have been delivered. Contractor still has more earthen fill to bring to the project to reach the design subgrade elevations. Median curb has been installed from eastern bridge to Farmington Boulevard.
 - Forest Hill – Irene Improvements
 - Description – Construction of full width improvements between Poplar Avenue and Village Shops Drive, as well as some curb modifications and tree removal at Forest Hill – Irene Road and Forest Hill Lane.
 - Status - Construction activities are 97% complete.
 - Germantown Road and Methodist Drive Traffic Signal Installation
 - Description – Installation of a traffic signal at this intersection. Installation will include standard black mast arms, radar vehicle detection, emergency vehicle pre-emption, countdown pedestrian signals, and LED signal displays.
 - Status – Foundations have been installed. Retaining wall construction underway.

- Farmington Boulevard Phase II Reconstruction
 - Description – Complete rebuild of roadway, subgrade, and curb and gutter from Allenby Road to Germantown Road. Intersection modifications at Brierbrook Road and Kimbrough Road include video vehicle detection.
 - Status – Farmington between Germantown and Exeter is open to traffic on asphalt base. Final pavement will be installed at a later date. Work continues east of Exeter.
 - Poplar Avenue Improvements
 - Description – Construction of improvements to widen Poplar Avenue to a seven lane cross section from Miller Farms Road to Dogwood Road. Project includes intersection modifications to construct protected double left turn lanes for southbound, eastbound, and westbound turns at both Germantown Road and West Farmington Boulevard. Intersection modifications include standard black mast arm installation, video vehicle detection, emergency pre-emption, LED signal displays, and countdown pedestrian signals.
 - Status – Existing traffic signal equipment at Germantown Road and Poplar Avenue to be removed during the week of July 16th. Work continues at the intersection of Dogwood Road and Poplar Avenue. Curb, gutter, retaining wall, asphalt, and driveway work remains. Concrete paving at Poplar/Germantown intersection is scheduled to be removed September 14th and 15th.
- e) Economic and Community Development (Projects in Progress):
- 1) Solana of Germantown should be ready to open in October.
 - 2) Elysium is a residential community. Status: construction drawings are in review.
 - 3) The Enclave Phase 4 has been approved for construction.
 - 4) Verizon store, 7645 Poplar Ave. – the construction drawings are in review.

Susan Burrow noted the Germantown Festival is this weekend and the opening of the Farm Park.

ADJOURNMENT:

There being no further business, the meeting was adjourned. The next meeting will be October 4, 2012.