

ECONOMIC DEVELOPMENT COMMISSION
Thursday, October 4, 2012
Blue Conference Room
1920 South Germantown Road

The regular meeting of the Economic Development Commission (EDC) was held Thursday, October 4, 2012, in the Blue Conference Room. Vice Chairman Pecon called the meeting to order at 5:30 p.m.

PRESENT: Jim Stock, John Wagner, James King, Brian Pecon, Michael Cody, Susan Burrow, and Greg Marcom

GUESTS: None

ABSENT: Jerry Klein, Rocky Janda, Donald Robbins, Charles McCraw, David Rea, 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 September 6, 2012

Vice Chairman Pecon stated the first order of business is the approval of the minutes for September 6, 2012. If there were no additions, corrections or deletions to the minutes of the September 6, 2012, meeting of the Economic Development Commission, he would entertain a motion for approval.

Mr. Cody moved to approve the Economic Development Commission minutes of September 6, 2012, as submitted, seconded by Mr. King. **The motion was passed**

OLD BUSINESS:

Economic Development Strategic Plan (Performance Measures) was approved by the board at the last BMA meeting. Greg Marcom is working on getting a hard copy of the Economic Development Strategic Plan for the EDC board (13) members.

- 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): The City of Germantown will preview its SHOP Germantown pre-holiday promotion to merchants and retailers at a kick-off breakfast Wednesday, October 17, at 7:30 a.m. at the Great Hall and Conference Center, 1900 S. Germantown Road. The SHOP Germantown promotion will continue through the holiday season. Attendees will also hear how to utilize the SHOP Germantown Facebook and Twitter pages to promote activities, discounts and inventory for their own store. Dave Barger, CEO of Luna Web and a leading expert in digital communications, will be the guest speaker, providing information on utilizing social media for businesses to enhance their reach and appeal to potential customers.
- 2) Heart of Germantown – Create a bicycle and pedestrian friendly Environment:
 - a. Farmington Boulevard Phase II Reconstruction: will include bike lanes.
- 3) Retail Development:
 - Mr. Pouncey stated that he has met with Kroger on Farmington about their (3) different expansion proposals: 1) Gas Station, 2) Huge mega Kroger, and 3) Enlarge the grocery store and remove some of the existing retail space. McDonald's and Chick-Fil-A are

looking at redevelopment. In November, Trademark Properties will possibly come with a plan for West Street and Poplar Avenue.

- Mr. Marcom stated the vacancy rate for the end of the quarter was 9.3%. Retail vacancy has been trending downward. There are large spaces still available which comprise the majority of this percentage – the former Schnuck's and Borders.
- 4) The medical initiative is about attracting medical business such as physical offices, labs, and electronic medical records. Medical and Healthcare Strategy: The Office-Technology District has been recommended to the BMA for approval. The purpose of the O-T Office-Technology district is to provide areas for general offices as well as technology production, development and testing, for biotechnology, biomedical, software and hardware development, and electronics. Sites presently appropriate for this designation are located within the Forest Hill Technology Corridor and within the Wolf River Blvd. Medical Corridor.
- 5) Home-based Businesses: The month of September had 20 new business licenses – 7 outside the city limits, 7 home-based and 6 brick and mortar businesses.

NEW BUSINESS:

Vesta Home Show will be in Germantown on Forest Hill Irene Road at Saint James Place October 8, 2012.

Mr. Marcom announced that Pat Scroggs, CEO/President of the Germantown Chamber is retiring in three months.

Mr. Pecon stated he attended the TVA Retail Forum in Franklin, TN on September 28, 2012. Listed below are his notes from the presentation.

BUXTON PRESENTATION – Working with retailers (1700) to identify customers. Ex's – Radio Shack, Tandy, Pier One store openings — modeling sites everyday in 650 communities. All household buying habits data at Zip + 4 levels.

Data is prioritized by groups and \$ value – also drive time (average: 12 min. based on 80% of market goal).

For site selection – Buxton graphs actual sales \$'s and store potential.

THE SHOPPING CENTER GROUP COMMENTS

Lacy Beasley (lacy@theshoppingcentergroup.com) to be in Memphis the last week of October. Good individual to advise GEDC what site information is necessary.

Use the retailer's agent - NOT the retailer. Local rep is Shawn Massey (retailrocksinthemidsouth.com) - (use as local contact).

National trend - fewer and smaller size centers. In five years 25% of all sales will be online following the Amazon philosophy of no brick and mortar facilities. Leading source of data: Apple, Facebook, Google, Amazon.

Industries changing along with shopper payment systems. Understanding savvy shopping on a regional basis. Mid-South region (MS, TN, KY, AL).

Avoid information overload. Last five years E-commerce provided 40% of data. Next five years will be M-commerce data. A new source of data fils.com (\$).

Size of stores decreasing (200M esq. to 5M esq. '13 & '14). Smaller prototypes in the last two years. Ex. Stein Mart moving to old grocery store sites. Shopping Center definition is changing. Smaller cities should have broker links.

GERMANTOWN

Needs to reduce speed of approval for retailers.

The New Normal - community website specifics to include social networks and local available sites. Don't use the old normal of '05/'06 standard.

Can I See Them, Get There and Park.

Incentive packages, property tax sales, number of years. Who to go to first – City, County, etc. Ex. Bartlett has only 'Old Bartlett' sites/area. *There were no lists of which brokers have which retailers.*

a) 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.
- Poplar Avenue and Oakleigh Lane Traffic Signal Installation
 - Description – Installation of a traffic signal at this intersection. Installation will include video vehicle detection, emergency vehicle pre-emption, countdown pedestrian signals, and LED signal displays.
 - Status – Submittals have been approved and contractor is waiting on equipment delivery
- Traffic Signal LED Upgrade
 - Description – Installation of LED signal displays and countdown pedestrian signals at thirteen intersections. This project will complete a previous project.
 - Status – Construction is 90% complete.
- 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 – Retaining wall construction and final paving remain from Germantown Road to Miller Farms Road.
 - Shady Creek Spillway Repair
 - Description - The project includes the complete demolition of the existing failing interlocking block spillway and construction of a new concrete structure (in the Shady Creek Subdivision). The project also involves the complete replacement of the lake outlet pipe that runs from the northeast corner of the lake diagonally (northeast) to the existing open concrete channel just south of Maple Grove.
 - Laterals F & G Bank Stabilization
 - Description - Laterals F & G are major tributaries to the Wolf River with combined drainage area of roughly 2,500 acres. Each lateral generally flows south to north. Specific areas are identified (isolated locations) to provide permanent bank stability at these failed location. Each lateral is a natural, earthen stream that has highly erodible banks. Recent flooding has caused these locations to erode at an accelerated rate.
 - Lateral D & E Bank Stabilization
 - Description - Laterals D & E are major tributaries to the Wolf River with combined drainage area of roughly 2,700 acres. Each lateral generally flows south to north. Specific areas are identified (isolated locations) to provide permanent bank stability at these failed location. Each lateral is a natural, earthen stream that has highly erodible banks. Recent flooding has caused these locations to erode at an accelerated rate.
- b) Economic and Community Development (Projects in Progress):**
- 1) Solana of Germantown is nearing completion.
 - 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. – construction has begun; existing buildings have been demolished; the store is planned to open in early 2013.
 - 5) The Enclave phase 5 – plans have been approved by the Planning Commission and construction plans are in review.

ADJOURNMENT:

There being no further business, the meeting was adjourned. The next meeting will be November 1, 2012.

shop Germantown

November 10 Merchant Open House

Put some jingle back in your bells during this special, pre-holiday Shop Germantown event!

WHO?

You.

Shoppers determined to get a jump-start on holiday purchases this year.

WHAT?

Deal.

A special open house event at retail stores in Germantown. Many will offer great discounts, sales and/or giveaways ... plus sleigh loads of holiday cheer.

WHEN?

November 10.

Saturday, during each store's normal business hours.

WHERE?

Germantown.

Participating retail stores in Germantown.

WHY?

Benefits.

- (1) **Tackle** your holiday decorating and gift lists before the chaos of Black Friday.
- (2) **Find** great deals at many participating stores.
- (3) **Shop** with convenience in your own backyard (and save gas!).
- (4) **Discover** unique gifts at many one-of-a-kind boutiques.
- (5) **Support** local companies that support our community.
- (6) **Keep** sales tax revenue in Germantown to benefit our public services and schools.

HOW?

Shop.

Mark your calendar, then enjoy this great day of shopping and fun in our city!

Top Five Reasons to Shop Germantown

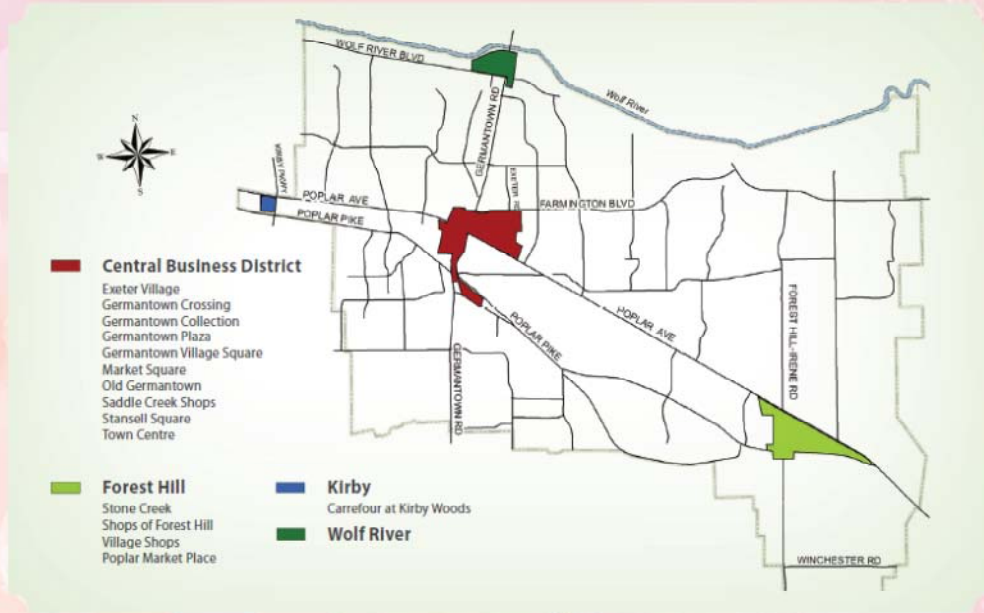
- (1) **Convenience.** Germantown is only about seven miles wide, but we have four major retail areas and hundreds of retail shops. You can zip from store to store with minimum time and gas.
- (2) **Safety.** Germantown police ensure a safe shopping experience.
- (3) **Funding.** Sales tax revenues support important city services, such as fire, police and schools.
- (4) **Employment.** Germantown businesses offer job opportunities to residents.
- (5) **Support.** When we support Germantown businesses, they often support local civic organizations and charities. It's a win-win.

Ho Ho Hungry?

Does shopping make you hungry? Don't leave the city to fill up! We have more than 50 restaurants in Germantown. For a handy list of places to sit down, drive thru, pick up or call for delivery, visit Germantown-tn.gov/restaurants.

Where to Shop Germantown

Here's the skinny on where to shop in our fair city:



Gift List

When it comes to holiday shopping, getting organized is the first step. Jot your gift ideas here.

✓	Recipient	Gift Idea	Where to Find It

Share the Fun

Follow **Shop Germantown** on Facebook (facebook.com/shopgermantown) and Twitter ([@shopgermantown](https://twitter.com/shopgermantown)). Then post photos of the best deals you've found in Germantown ... and where you found them.

