

ECONOMIC DEVELOPMENT COMMISSION
Thursday, November 1, 2012
1920 South Germantown Road

The regular meeting of the Economic Development Commission (EDC) was held Thursday, November 1, 2012. Chairman Jerry Klein called the meeting to order at 5:30 p.m.

PRESENT: Jim Stock, John Wagner, James King, Brian Pecon, Jerry Klein, Charles McCraw, David Rea, and Greg Marcom

GUESTS: None

ABSENT: Donald Robbins, Michael Cody, Susan Burrow, Rocky Janda, 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 October 4, 2012

Chairman Jerry Klein stated the first order of business is the approval of the minutes for October 4, 2012. If there were no additions, corrections or deletions to the minutes of the October 4, 2012, meeting of the Economic Development Commission, he would entertain a motion for approval.

Mr. Stock moved to approve the Economic Development Commission minutes of October 4, 2012, as submitted, seconded by Mr. Pecon. **The motion was passed**

OLD BUSINESS:

- Mr. Pouncey began reviewing the Economic Development Strategic Plan's (5) five guiding principles.
 - 1) Create an enabling environment by clearly conveying a process by which business can start, locate or grow here. Germantown is business friendly and 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.
 - 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 benchmark and promoting accountability in reaching our goals.
 - Mr. Stock asked who will lead the Economic Development effort? Andy answered an Economic Development Director will be hired in January 2013.
 - Mr. Wagner asked about whether the Economic Development Director position would be affected if money continues to decline? Mr. Marcom answered it's in the budget.
 - Mr. Pecon reviewed notes from the TVA Retail Forum.
 - **TVA Retail Forum was held in Franklin, TN at the Marriott on September 28, 2012**
 - **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) was 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](http://data.fils.com) (\$).
 - Size of stores decreasing (200M esq. to 5M esq. '13 & '14). Smaller prototypes in the last two years. Ex: Steinmart 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.
 - Mr. Marcom suggested that Steven Levy, Ron Simkin and Shawn Massey speak to the Economic Development Commission in January.
- 1) Business Development – Promote existing businesses to generate revenues for the City to balance the tax base. Conduct one promotion strategy 2nd quarter (October-November): 1) Social media Seminar – October 17. 2) Shop Germantown – November 10. The City of Germantown previewed 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. The attendees were shown 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, was the guest speaker, providing information on utilizing social media for businesses to enhance their reach and appeal to potential customers.

- 2) Ms. Burgess reminded everyone of the SHOP Germantown promotional event scheduled to kickoff the weekend of November 10 (2nd Quarter). Initiated by Mayor Goldsworthy, the event is designed to encourage residents and surrounding communities to start early and shop Germantown retailers for their holiday purchases. The City is requesting that businesses help to promote the event using social media. The City anticipates that this promotion will increase sales tax revenue through the holiday season.
- 3) Visit five businesses each month: Alicia's Alterations, Ann Taylor, Anthropologies, Apple, Arby's, AutoZone, Banana Republic, The Blowout, The Book Depot, Breakaway Athletics, Brighton Collectibles, Bumbletees, Cannon & Cannon, Carol's Chocolates, Catherine Harris Interiors & Antiques, Caviar Hair Studio, Checkerberry Shoppe, Chico's, The Children's Place, Clip's Hair & Nails, Coach, Coldwater Creek, Dryve Cleaners, Eddie Bauer, El Porton, FAcademics, FedEx Kinko's, Free People, Garibaldi's, Germantown Commissary, Germantown Fine Cleaners, Gymboree, Happi Stores, High Cotton, Indigo, J. Crew, J. Jill, James Avery, Jos. A. Bank Clothiers, Kate Spade, Knowledge Tree, Las Tortugas (Deli Mexicana), The Loft, Lucky Brand, McDonald's, Memphis Pool, Mister B's, Monsoon Children, More Than Words, Mori Luggage & Gifts, Nail Center, Original Ink, Origins, Petco, Pickett Golf, Plus Hair, Riverside Nails, Saddles N' Such, Sensational Sofas, Seriously Fun, Sport Clips, Starbucks, Stride Rite, Strut the Runway, Studio B Dance, Subway (Wolf River Blvd), Talbots/Talbots Woman, Talbots Petite, Tip & Toe Nails, TJ Maxx, Valvoline, Village Toy Maker, Waffle House, Walgreens (Farmington), Wendy's, White House Black Market, Williams-Sonoma.
- 4) Heart of Germantown – Create a bicycle and pedestrian friendly Environment:
 - a. Farmington Boulevard Phase II Reconstruction: will include bike lanes.
- 5) 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 potentially looking at redevelopment. In the near future, 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 14 new business licenses – 2 outside the city limits, 8 home-based and 4 brick and mortar businesses.

NEW BUSINESS:

Mr. Pouncey discussed that the proposed O-T amendment uses the language of the O-51 district to add definitions for “research and development center”, “technology”, “laboratory, research” and “laboratory, support” to better define the intent of the district and the uses that are allowed. The new district will allow biomedical testing and development labs, computer and technological research and similar uses that are not allowed in traditional office areas. Light assembly of equipment associated with the R and D and truck loading docks will be allowed as accessory uses. Another significant part of the amendment will be the allowance for storage purposes to take up a greater portion of the building floor area than is currently

allowed in the O-51 district. That district limits storage to 25% of the building's area. The amendment would require storage to be subordinate in area to the principal use.

Also, another proposed amendment will create a new C-3 district which will permit the sale of new and used automobiles, in addition to the majority of office, retail and institutional uses currently permitted in the C-2 General Commercial district. Appropriate uses in proximity to an automobile dealer, such as automobile servicing and repair, automobile financing offices, are currently permitted by the C-2 district regulations. In addition, staff proposes a minor amendment to the C-2 district regulations to delete the language that allows the approval of an automobile body shop as a use on appeal by the Board of Zoning Appeals.

Roadway Projects:

- a) Farmington Boulevard Phase II Reconstruction
 - i. 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.
 - ii. 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.
- b) Poplar Avenue Improvements
 - i. 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.
 - ii. Status – Retaining wall construction and final paving remain from Germantown Road to Miller Farms Road. Intersection of Dogwood Road and Poplar Avenue is currently under construction.
- c) **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 December 6, 2012.