

ECONOMIC DEVELOPMENT COMMISSION

Thursday, June 20, 2013

Blue Conference Room

1920 South Germantown Road

The regular meeting of the Economic Development Commission (EDC) was held Thursday, June 20, 2013, in the Blue Conference Room. Chairman Jim Stock called the meeting to order at 5:30 p.m.

PRESENT: Steven Levy, David Rea, Greg Marcom, Donald Robbins, Jim Stock, Jerry Klein, Michelle East, James King, John Wagner and Brian Pecon

GUESTS: Alderman Rocky Janda, John Lawrence, Economic Development Growth Engine (EDGE) and (2) Boy Scouts.

ABSENT: Ron Sklar, Susan Burrow and Charles McCraw

STAFF PRESENT: Patrick Lawton, City Administrator; Andy Pouncey, Director of Economic, Marie Burgess, Planner and Community Development; Kathleen Rose, Interim Economic Development Consultant

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

MINUTES:

Approval of Minutes for May 2, 2013

Chairman Jim Stock stated the first order of business is the approval of the minutes for May 2, 2013. If there were no additions, corrections or deletions to the minutes of the May 2, 2013, meeting of the Economic Development Commission, he would entertain a motion for approval.

Mr. Klein moved to approve the Economic Development Commission minutes of May 2, 2013, seconded by Mr. Rea. **The motion was passed.**

REPORTS:

a) Regional – EDGE (John Lawrence, Manager of Strategic Economic Development Planning) for Memphis and Shelby County's Economic Development Growth Engine (EDGE) made a presentation. This truly is to be a Regional Economic Development Plan that aligns as many of those different economic market levers as we possibly can. One of the interesting things that came out of the EDGE meeting yesterday was the work with Union University and that relationship you are building with them. As we have gone through the first phase of this Strategic Economic Development Plan that we are doing for Memphis and Shelby County, there are very few people that have the compatibility to exist anywhere in the market that you can tap for this type of work in any constructive work way; if you want it done really quickly. So to see you are reaching out to schools and colleges to help build that compatibility, that goes a long way just seeing that we stay in this process to continue improvements for the long term. We probably will be bringing a consultant in to help us to some degree understand the Innovation and Entrepreneurship eco-system a little bit better. In July and August, we will be developing pallets of concepts to put before our work groups and steering committee. The goal is to align as many of those different economic market levers as we possibly can.

Mr. Stock asked about the rail project expansion of President's Island.

Mr. Lawrence answered the EDGE is the umbrella entity. The President's Island Project falls under that. This is EDGE taking advantage of an opportunity that has been presented to us. In order for Cargill to expand their facility and to remain here, they really need additional rail infrastructure, so it can run beside the other rail.

b) Kathleen Rose asked if everyone got their email of the Business Buzz Newsletter through Constant Contact. This will keep staff and the community involved and engaged in what is going on with Economic Development (such as planning and projects). We are working toward retooling some of the websites such as www.germantown.gov/economicdev. We are also working on developing Economic Development on Facebook.

We executed an agreement with Union University using what we call a P3 Public Private Partnership agreement. We are working with their MBA students. The campus in Germantown has over 1000 students. They are mainly in nursing and medical science.

We are working with them on two projects 1) To evaluate marketing and utility of the Great Hall as it relates to tourism and meetings 2) An overall branding strategy with the City on how are going to brand and sell Germantown as a place to come and do business.

The Business and Industry Summit will be January 22, 2014. We have a keynote speaker who is from one of the top three banks in the country. We are also working on the agenda and more speakers.

Your packet contains: 1) City of Germantown Smart Growth Partnership Program – incentive package; 2) Matrix; 3) Draft Resolution that the City attorney prepared.

We have started to benchmark and track information. So in your packet is general information for your review: 1) Business licenses YTD for the month of May had 17 new businesses: – 3 outside the city limits, 5 home-based and 2 brick and mortar businesses, 2) Sales tax revenue; we pulled together the information for YTD13. That's why we are really focused on what we can do to help push and generate filling retail space, enhancing sales and getting more development projects to come into this community.

- c) Andy Pouncey stated the Western Gateway Plan is located at Poplar Pike/Poplar Avenue east and west of Kirby Parkway. Following is the planning process for approval: 1) make changes in the codes, 2) additional neighborhood meetings, 3) go back to the Western Gateway property owners, 4) Planning Commission to review and approve the plan, 5) go to the BMA to review and approve the plan (it takes about a month for this process). If that passes, then the next step is to get the regulation plan which is like the zoning plan and code approved. You go to the Planning Commission one time, and go to the BMA for three readings and approval. He explained the new proposed structure of commission that would approve Smart Growth projects and the Mayor signing the development contract instead of the BMA.

Planning/Small Area Plan Districts:

- i. Central Business District – Has the new Verizon building and it will open in August 2013.
- ii. Western Gateway/Poplar – Status update on small area plan. Approval could take until December 2013.
- iii. Eastern Gateway/Poplar -
- iv. Forest Hill Heights –
- v. Wolf River – We just had three rezonings: 1) Baptist Medical Healthcare property, (so they could bring another facility just like the one on Exeter Road), 2) Campbell Clinic property rezoning to O-51, 3) Southeast corner of Wolf River Blvd. and Kimbrough Road from “R-T” Multi-family district to “O” district for a medical office, 4) A Transportation Master Plan in progress on the CIP. Transportation in this area is critical. We are studying the whole area and looking at alternative solutions. The Wolf River Boulevard project will be finished by the end of July 2013.

The Germantown Road South and Stout Road widening project will be an 18 month project.

- d) Germantown Area Chamber of Commerce: Staff has worked hard to accommodate sign issues for a ribbon cutting last Friday for a new doctor's office at Brierbrook and Wolf River. Staff was invited for helping with different issues.

OLD BUSINESS:

- a) Ms. Rose talked about the P3 Public Private Partnership agreement (review is in progress). If you recall the Smart Growth Central Business District not only has a small area fiscal plan that the community reviewed and had input on and approved, but the next layer after the Plan is the ordinance for regulating the plan to happen (zoning and approval). The third layer of that is something our firm was involved with as well: the P3 Public Private Partnership agreement. It is an incentive package that if you build according to the plan and ordinance, the more you adhere to certain sustainable goals (not only economic, but environmental), the more we will assist you in

terms of things you can get back from the community such as infrastructure improvements or PILOT's. The biggest element that most developers face is this whole issue of certainty. They want to know the level of certainty for spending their money on property and plans here. Because the more certainty they have, the quicker they can get to the table. We talk about the Certified Sites program with the State. People want to know that its shovel ready. The time it takes for me to make a decision to put a shovel in the ground and start a project is short and predictable.

Mr. Pouncey talked about the following planning process for approval: 1) make changes in the codes, 2) additional neighborhood meetings, 3) go back to the Western Gateway property owners, 4) go to the Technical Advisory Committee (TAC), 5) go to then the Planning Subcommittee, 6) go to the Planning Commission to review and approve the plan, 7) then it goes to the BMA to review and approve the plan (it takes about a month for this process). If that passes, then the next step is to get the regulation plan, which is like the zoning plan, and code approved. You go to the Planning Commission one time and go to the BMA for three readings for approval.

NEW BUSINESS:

- a) Task Forces
 - i. Retail
 - ii. Tourism
 - iii. Innovation

We also want the community to get involved in the Task Forces. Ms. Rose updated everyone on the Task Forces which met this week. There will be monthly meetings for awhile until things become established for the Task Forces. The first opening of the Farm Park (Farmers Market) had 1200 people attend and the second one had 1400 attend. The State of TN shows a film for tourism. The Germantown's Farm Park is feature on their website.

With Union University students we are working on two projects with their MBA students 1) To evaluate in marketing and utility of the Great Hall as it relates to tourism and meetings 2) An overall branding strategy with the City on how we are going to brand and sell Germantown as a place to come and do business.

Mr. Pouncey noted the Great Race will be in Germantown on Wednesday, June 26, 2013.

Mr. Lawton said the update to the P3 Public Private Partnership policy agreement will go to the BMA on the last meeting in July for their consideration. The changes that Ms. Rose wanted to see related to the Matrix for economic growth and development. Also, we will have the Aldermen look at the Resolution for fast tracking the approval process the end of July as well.

Mr. Pouncey updated the EDC on decorative crosswalks to be voted by the BMA on Monday.

John Wagner stressed the importance of the decorative crosswalks tying into the Retail Task Force objective for safety.

Alderman Marcom expressed concern about TDOT paving over or destroying the crosswalks.

ADJOURNMENT:

There being no further business, the meeting was adjourned. The EDC meeting for July 11, 2013 has been cancelled. The next EDC meeting will be August 1, 2013.