

## ECONOMIC DEVELOPMENT COMMISSION

Thursday, August 1, 2013

Blue Conference Room

1920 South Germantown Road

The regular meeting of the Economic Development Commission (EDC) was held Thursday, August 1, 2013, in the Blue Conference Room. Chairman Jim Stock called the meeting to order at 5:30 p.m.

**PRESENT:** Ron Sklar, Susan Burrow, Charles McCraw, David Rea, Donald Robbins, Jim Stock, Jerry Klein, Michelle East, James King, John Wagner and Brian Pecon

**GUESTS:** Sally Osthumer, Leadership Germantown, Reid Dulberger, Economic Development Growth Engine (EDGE)

**ABSENT:** Greg Marcom and Steven Levy

**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 June 20, 2013

Chairman Jim Stock stated the first order of business is the approval of the minutes for June 20, 2013. If there were no additions, corrections or deletions to the minutes of the June 20, 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 June 20, 2013, seconded by Mr. Rea. **The motion was passed.**

### REPORTS:

a) Regional – EDGE (Reid Dulberger, President CEO of Economic Development Growth Engine) for Memphis Shelby County's Economic Development Growth Engine (EDGE) made a presentation on EDA grants, and the SBA loans.

He provided an update on the President's Island Expansion Project and said they applied for a Federal Title 5 grant.

Memphis is working on a Clean and Green Program (\$200,000) is being used to find out how to save energy in public buildings.

b) Kathleen Rose discussed projects with Union University using a P3 Public Private Partnership agreement. We are working with their MBA students on two projects: 1) Evaluating marketing and utility of the Great Hall as it relates to tourism and meetings, (the finding will be presented on August 5). 2) A branding strategy on how are going to brand and sell Germantown as a place to come and do business (the finding will be on August 13).

We are working with the Germantown Area of Commerce under a P3 Public Private Partnership agreement with three projects: 1) Economic Development Partnership website the City has now taken that over to retool and redevelop, 2) A tourism guide, 3) The Germantown Business Industry Summit will be January 22, 2014 from 8:00-12:30. We have a keynote speaker who is from one of the top three banks in the country; we'll also have breakout panels. We are also working on the agenda and more speakers.

c) Andy Pouncey talked about the Small Area Nodes/Districts:

- i. Central Business District – The Verizon building will open in August.
- 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 – Rezoning: 1) Baptist Medical Healthcare property, was approved by the BMA, 2) Campbell Clinic property rezoned was approved by the BMA, 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 for the Wolf River Boulevard area (in the fall). The Wolf River Boulevard project will be finished August 20, 2013 (grand opening at 10:00 a.m.).

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 and code approved. It goes to the Planning Commission one time, and the BMA for three readings and approval. He explained the new proposed structure of the commission that would approve Smart Growth projects. The Mayor would sign the development contract instead of the BMA.

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

On the agenda for the Planning Commission August 6 will be a Subdivision with 40+ lots called Somerset (east side of Exeter Road, north of Neshoba Road) requesting a preliminary and final plat approval.

There will be a pre-construction conference on August 5 for the decorative crosswalks at Poplar Avenue, Germantown Road, Farmington Boulevard and West Street.

Mr. Pouncey noted the Great Race was held in Germantown on Wednesday, June 26, 2013 and it was very successful. We had 90+ cars coming from St. Paul down to Mobile, AL.

We are still talking to McDonald’s about remodeling their building.

John Wagner asked about the landscaping from Miller Farms and east on Poplar? Mr. Pouncey noted we have not heard back from the garden clubs.

- d) Mr. McCraw gave a report from the Germantown Area Chamber of Commerce: We had 62 renewals and 60 new members and 6 drop outs for the month of July. Our total membership is 600.
- The Chamber will be celebrating their 40<sup>th</sup> anniversary on August 22 from 5:00-7:00 p.m. at the Great Hall.
  - The Chamber Business After Hours Program was last week at GPAC. It is an opportunity for a business to host a reception after hours: very popular event. The next one will be at the School of Rock on Poplar Avenue across the street from Germantown Baptist Church.
  - Just completed the Chamber Golf Tournament, and it was the largest turn out we have had with networking. We expanded it this year to offer an opportunity to attend a luncheon before the 19<sup>th</sup> golf hole.
  - The Taste of the Town is something the Chamber has been doing for years now to highlight the hospitality industry (September 22 for Make a Wish)
  - The Sidewalk Sale was July 19-21 and we got some good feedback from the merchants (customers were lining up before the stores opened).
  - Southern Living Magazine is going to do a feature article on Germantown for the November holiday issue. The Chamber has partnered with Southern Living to offer specials to Chamber members.
  - The Chamber’s website is going to be redesigned to make it more user-friendly and the launch date will be the end of this month (August).

**OLD BUSINESS:**

Ms. Rose talked about the Economic Development Work Plan and Metrics updates:



| Quarterly Report           |      | 8/1/2013 |      |         |            |       |  |
|----------------------------|------|----------|------|---------|------------|-------|--|
| Fiscal Year                |      | 13/14    | 4Q   | Last FY | 14/15      | 1Q    |  |
| Commercial Permits New     | (#)  |          |      |         |            | 5     |  |
| Commercial Permits New     | (\$) |          |      | \$      | 2,447,662  |       |  |
| Commercial Permits Renov   | (#)  |          |      |         |            | 59    |  |
| Commercial Permits Renov   | (\$) |          |      | \$      | 7,277,207  |       |  |
| Retail Vacancy (submarket) | %    |          | 9.9% |         | n/a        |       |  |
| Office Vacancy (submarket) | %    |          | 6.0% |         | n/a        |       |  |
| Hotel Occupancy            | %    |          |      |         |            |       |  |
| Hotel Tax                  | (\$) |          |      | \$      | 656,518    |       |  |
| Retail Sales Tax           | (\$) |          |      | \$      | 5,209,872  |       |  |
| Business Licenses          | (#)  |          | 25   |         |            |       |  |
| Unemployment               | %    |          |      |         |            | 5.75% |  |
| Residential Permits        | (#)  |          |      |         |            | 80    |  |
| Residential Values         | (\$) |          |      | \$      | 35,569,166 |       |  |

**NEW BUSINESS:**

- a) Task Forces
  - i. Retail (7/31)
  - ii. Tourism (9/3)
  - iii. Innovation (9/5)

Ms. Rose updated everyone on the Retail Task Force which met this week. There will be monthly meetings for awhile until things become established for the Task Forces. Marie and I are going to the TN and Kentucky ICSC International Council of Shopping Centers deal making session, where the retailers will be attending to highlight their projects and communities. Germantown will have an ad in Southeast Real Estate Business as well as a feature story about Shop Germantown. We are also working on promoting Economic Development on Facebook.

The Tourism Task Force is doing a Tourism Guide to be done annually for Germantown. We will have a tour for convention visitors, event planners and hotel managers. Ms. Burgess talked about the Farm Park being on Thursday nights.

Ms. Rose talked about TVA having a Retail Specialist that focuses on retail and we continue dialogize with her.

On the Innovation Task Force we actually did a tour of the BioWorks facility.

Mr. Lawton said we have a conference call scheduled with Standard and Poor's and Moody's later in the month of August. One of the things they want to talk about is what we are doing with Economic Development and what does the future look like for the City.

Mr. Lawton presented Mr. Ron Sklar, Owner/Real Estate Developer with Klazmer/Sklar Homes the 25 years Business Service Award.

Mr. Lawton explained the difference in the sales tax.

**ADJOURNMENT:**

There being no further business, the meeting was adjourned. The next EDC meeting will be September 5, 2013. We are proposing a change for the October EDC meeting. The EDC meeting will occur on Tuesday, October 15.