

ECONOMIC DEVELOPMENT COMMISSION
Thursday, December 5, 2013
Blue Conference Room
1920 South Germantown Road

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

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

GUESTS: Ordis Copeland, Business Development Consultant TN Economic Community Development for the Greater Memphis Region; and Les Binkley with Boyle Investment.

ABSENT: Ron Sklar, Susan Burrow, and John Wagner

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

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

MINUTES:

Approval of Minutes for November 7, 2013

Chairman Jim Stock stated the first order of business is the approval of the minutes for November 7, 2013. If there were no additions, corrections or deletions to the minutes he would entertain a motion for approval.

James King moved to approve the Economic Development Commission minutes of November 7, 2013, seconded by Mr. Pecon. **The motion was passed.**

Chairman Jim Stock recognized non-returning EDC members: John Wagner served 8 years, Brian Pecon served 5 years, and (Jim Stock) has served 2 years. I would like to thank those members for their service, dedication, and commitment with their time to the commission. We wish all of them the best for the coming year.

Andy Pouncey, Director of Economic Community Development is retiring on December 31, 2013. He's served on the EDC since 1990, and worked for the City 23 years. You will be missed.

Ordis Copeland stated Mr. Pouncey has always been there for Business Development Consultant TN Economic Community Development (EDGE) for the Greater Memphis Region he worked and shared with us every day since. We hate to see you step aside, but we appreciate the work you have done. You have been a wonderful partner for us.

Ordis Copeland made a presentation about the (TN Achieves Mentoring Program for college) needing volunteers. We still need 800 mentors to meet student demand. We have over 2,000 volunteer mentors currently willing to serve the Class of 2014. If everyone could simply recruit ONE additional mentor, we will far exceed need and be able to give every www.tnachieves.org applicant the secret to our success- someone like you willing to give only 10 hours annually to deserving underserved youth who will be the future leaders of our communities.

REPORTS:

a) City – Germantown Economic Development - Kathleen Rose said we have submitted three grants to EDGE with the Germantown Area of Commerce through a (P3: Public Private Partnership agreement): 1) Economic Development Partnership website the City has now taken that over to retool and redevelop, (<http://www.germantowndep.com>) 2) A tourism/visitor's guide, 3) The Germantown Business Industry

Summit: January 22, 2014 from 7:30-12:30 at the Great Hall. The keynote speaker is Mark Vitner, Senior Economist, Wells Fargo; the panel will feature Germantown based healthcare facilities, medical technologies and other initiatives, including Baptist Rehabilitation Center, Methodist LeBonheur, Memphis BioWorks, Union University; Quality of Life Community from an Economic Development stand point and will include Orgill; ThyssenKrupp Elevator Manufacturing; Germantown Deputy Chief of Police to talk about Public Safety; Parks and Recreation and the new Board of Education. For more information: www.germantown-tn.gov/economicdev, www.germantownedp.com, and www.facebook.com/shopgermantown. Ms. Rose noted Germantown received platinum, the highest designation from the TVA Sustainable Communities for the program – due to hard work from Marie Burgess, Pam Beasley, with Parks & Recreation and other staff members. There are only 4 cities in the TN Valley that received the platinum designation out of 7 states.

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

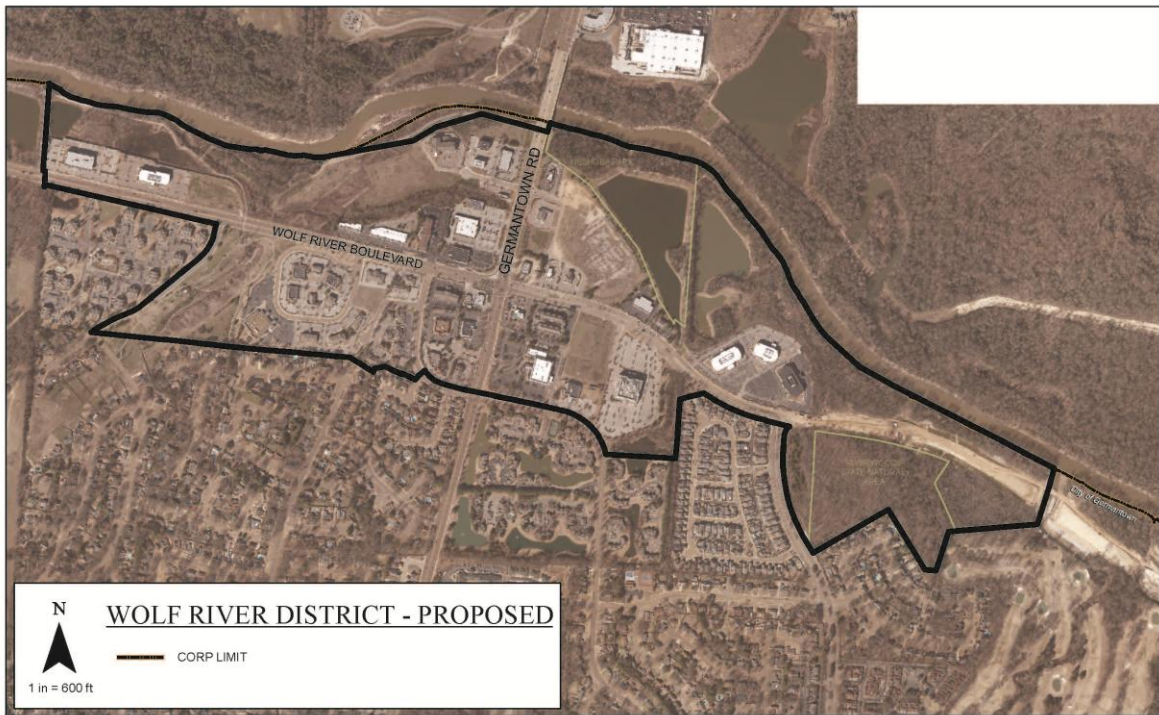
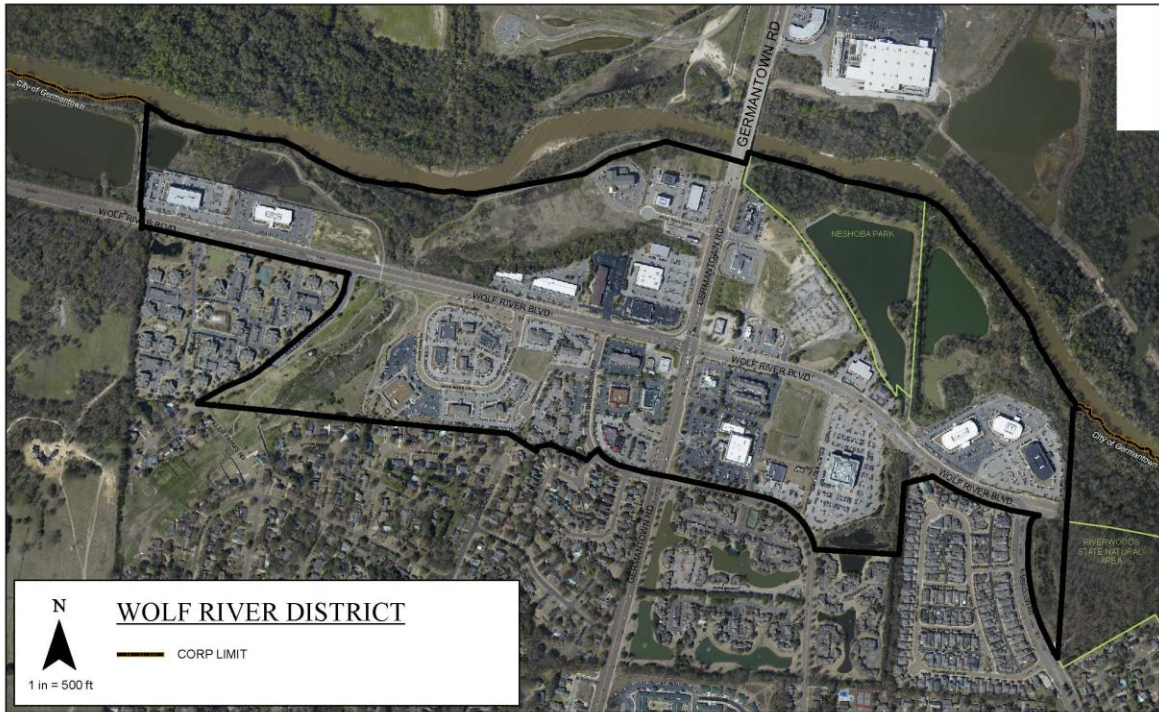
- i. Central Business District –McDonald’s will be approved on consent at the Planning Commission January 7, 2014 (a 1970’s site and building), remodel due to the new fire access requirements. Huey’s is opening in Germantown on February14. Whole Foods, Saddle Creek (South & West), McVay Place (office), The Villages (Assisted Care), Baptist Chapel Restoration, Germantown Road/Nashoba (northeast corner).
- ii. Western Gateway/Poplar – Western Gateway Small Area Plan Rezoning was approved at the Planning Commission on December 3, 2013 to the properties. Lettuce Eat – upcoming.
- iii. East Poplar/Forest Hill-Irene – (Office Technology District).
- iv. Forest Hill Heights – Firestone (9 bay) Tire Center.
- v. Wolf River – Wolf River Office Park (Lot 3) – Medical, Kimbrough/WRB P.U.D. Office Development, Baptist Rehabilitation (In Patient), and Wolf River Boulevard Connector (Audubon International Silver Signature Certification).

Items that were approved on the Planning Commission December 3, 2013:

- Trinity Centre at McVay Park, 2305 McVay Rd. – Request Preliminary and Final Site - Plan Approval for an Outdoor Worship Center
- Western Gateway Small Area Plan Rezoning
- Saddle Creek South Center, Southwest Corner of Poplar Ave. and West St. – Request Preliminary and Final Site Plan Approval
- Germantown Crossing Center (Kroger), Southeast Corner of Germantown Rd. and Farmington Blvd. – Request Preliminary and Final Site Plan Approval
- Whole Foods Market, Southeast corner of Poplar Avenue and Pete Mitchell Road, request Preliminary and Final Site Plan approval – Cindy Reaves, w/SR Consulting, LLC – *applicant-withdrew from the Planning Commission agenda.*

OLD BUSINESS:

Ms. Rose discussed the proposed modification to the Wolf River Node Boundary:



Vice Chairman Brian Pecon entertained a motion for approval of the Wolf River Node Boundary modification.

David Rea made a motion, seconded by Donald Robbins. **The motion was passed.**

Ms. Rose talked about the Business Buzz Newsletter, Economic Development Work Plan and Metrics updates.

The Tourism Task Force is doing a Tourism/Visitor's Guide that will be done annually for Germantown. We will have a tour in late spring for convention/event planners and hotel managers.

The Innovation Task Force is working on a couple of things, one of which is a draft Public Private Partnership document that has gone to administration for review of a medically related P3.

NEW BUSINESS:

- a) Task Forces meeting dates:
 - i. Retail (01/2014) – working on buying local, shop Germantown (BALLE Initiative) and expansion/revitalization with shopping centers. Retail Inventory – updates on Xceligent.
 - ii. Tourism (01/2014) – working on visitors guide.
 - iii. Innovation (01/2014) – working with an innovative ecosystem (medical, technology and supply companies).

Marie Burgess talked about the attachments such as an updated work plan, sales tax report, metrics table, and the Shop Smarter, Shop Germantown Locally flyer.

ADJOURNMENT:

There being no further business, the meeting was adjourned. The next EDC meeting will be next door in the Administrative Conference Room on Thursday, January 9, 2014.

**FIRST ANNUAL
GERMANTOWN BUSINESS &
INDUSTRY SUMMIT**

Save the Date

JANUARY 22, 2014
TIME: 8:00 a.m. - 12:30 p.m.

Keynote Speaker: Mark Vitner, Senior Economist, Wells Fargo

The Great Hall and Conference Center

**SPONSORED BY:
CITY OF GERMANTOWN
GERMANTOWN AREA CHAMBER OF COMMERCE**

FOR MORE INFORMATION: WWW.GERMANTOWN-TN.GOV/ECONOMICDEV

Quarterly Report		10/1/2013										
Fiscal Year		13/14	Last FY	14/15	2Q	3Q	4Q	FY To Date	Last FY	15/16		
		4Q		1Q						1Q		
Commercial Permits New	(#)		5	0				0		5		
Commercial Permits New	(\$)		\$ 2,447,662	\$0				\$0		\$2,447,662		
Commercial Permits Renov	(#)		59	13				13		59		
Commercial Permits Renov	(\$)		\$ 7,277,207	\$2,084,106				\$2,084,106		\$7,277,207		
Retail Vacancy (submarket)	%	9.9%	n/a	7.61%				7.61%		n/a		
Office Vacancy (submarket)	%	6.0%	n/a	6.17%				6.17%		n/a		
Hotel Occupancy	%							0		n/a		
Hotel Tax	(\$)		\$ 656,518	\$227,081.37				\$227,081		\$656,518		
Retail Sales Tax	(\$)		\$ 5,209,872	\$1,317,804				\$1,317,804		\$5,209,872		
Business Licenses	(#)	25		11				11		n/a		
Employment	(#)		18,340	18,500				18,500		18,340		
Unemployment	%		6.80%	6.60%				6.60%		6.80%		
Residential Permits	(#)		80	22				22		80		
Residential Values	(\$)		\$ 35,569,166	\$9,207,925				\$9,207,925		\$35,569,166		

6. Old Business – Work Plan

Updated: November 7, 2013

Germantown Economic Development Work Plan

TimeLine at a Glance

Early Action	30 Feb	90 Apr	180 Jul	STATUS	Long Term	1 2013	2 2014	3 2015	STATUS
Complete Work Plan	X			complete					
Create & Approve Department Budget		X		complete					
					Develop Operations Manual for Department		X		in process
G.P. 1.1 Changing Perception									
Internal (staff) survey	X			complete	Annual Survey		X	X	
External (citizen) survey		X		complete	Annual Survey		X	X	
Press release for initiative/messaging	X			complete					
Website ~ Evaluation & launch		X		complete	Web site ~ Update & Monitor		X	X	ongoing
G.P. 1.2 Development Review Process									
Modify review process per surveys		X		complete	Monitor Surveys to adjust process		X	X	ongoing
Improve customer experience			X	ongoing	Improve customer experience		X	X	ongoing
Review/Change planning ordinance			X	complete					
Review/Change signage ordinance			X	in process					
G.P. 1.3 Create Economic Development Dept.									
Create performance standards for evaluation	X			complete	Monitor performance		x	x	ongoing
G.P. 1.4 EDC/IDB Collaboration									
Review role & purpose of EDC & IDB			X	complete					
Identify areas of collaboration			X	complete					
G.P. 2.1 Establish E.D. Nodes/Districts									
Identify boundaries of each node	X			complete					
Inventory Parcels within each node		X		complete					
Create scope of RFP for SAP			X	complete					
Complete SAP for each district				in process	Completed SAP for each district	X	X		in process
G.P. 2.2 Create Zoning for each District									
Review ordinance and modify as determined			X	in process	New zoning for each district	X			in process
G.P. 2.3 Property Offering Program									
Inventory land and buildings			X	complete	Adminster/Process applications	X	X	X	ongoing
Publish map of inventory - website			X	complete	Update map and create offering pkgs	X	X	X	ongoing
G.P. 3.1 Business Retention/Expansion (BRE)									
Determine BRE programs in existence	X			complete	TNEDC/EDGE engagement	X	X	X	ongoing
Establish BRE program		X		complete	Monitor BRE program	X	X	X	ongoing
G.P. 3.2 Live/Work Initiative									
Create Annual Business & Industry Summit			X	in process	Hold Annual Summit	X	X	X	ongoing
Connect with SCORE & SBA			X	complete	SBA/SCORE engagement	X	X	X	ongoing
Facilitate internship/apprentice opportunities			X	2014	Facilitate internship/apprentice opportunities		X		
G.P. 3.3 Tourism Expansion									
Inventory assets & create map		X		in process	Internship/Apprentice opportunities	X	X	X	ongoing
Create & promote packages		X		in process					
Collaborate with hotels & tourism organizations			X	in process	Ongoing collaboration & promotion	X	X	X	