

ECONOMIC DEVELOPMENT COMMISSION
Thursday, February 6, 2014
Blue Conference Room
1920 South Germantown Road

The regular meeting of the Economic Development Commission (EDC) was held Thursday, February 6, 2014, in the Blue Conference Room. Chairman Klein called the meeting to order at 5:30 p.m.

PRESENT: Steven Levy, Greg Marcom, Michelle East, James King, David Rea, Jerry Klein, Sally Ostheimer, Susan Burrow, and Rick Towne

GUESTS: Doug Boone, Dylan Boone, Troop 64 Boy Scouts, Janie Day, Executive Director of the Germantown Chamber

ABSENT: Ron Sklar, and Donald Robbins

STAFF PRESENT: Marie Burgess, Planner

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

2. Minutes:

Approval of Minutes for January 9, 2014

Chairman Klein stated the first order of business is the approval of the minutes for January 9, 2014. If there were no additions, corrections or deletions to the minutes he would entertain a motion for approval.

Mr. Rea moved to approve the Economic Development Commission minutes of January 9, 2014, seconded by Mr. King. **The motion was passed.**

3. Reports/Monthly:

a) Ms. Burgess made a presentation on the Business and Industry Summit which was held on January 22, 2014. The attendances were between 111 people, \$2,000 was raised from sponsorships. The Business & Industry Report was shared providing information and Economic data for Germantown. It will become our marketing piece for promoting and soliciting new business to come to Germantown.

Economic Development Partnership Website. We have finished the website. The website should be on all ED materials (www.germantownedp.com). Please check out the Business Start-Up Checklist on the website (www.germantownedp.com).

Visitor's Guide: In June we are going to roll this out and introduce it at GPAC. We will invite all the area hotel managers and event planners to attend a breakfast. There will be 10,000 copies that will be placed at the Welcome Centers in TN, Memphis Airport, and in all the hotels. Then we will have a tour bus and Andy Pouncey and Pam Beasley will be the tour guides for Germantown.

b) Task Forces meeting dates:

- i. Retail (03/2014 – Transition to Merchant Association) – working/expansion on buying local, shop Germantown (BALLE Initiative) and expansion/revitalization with shopping centers. Retail Inventory – updates using Xceligent.
- ii. Tourism (03/2014) – working on visitors guide (Travelhost with a special pull out section for Germantown), visit Germantown event @ GPAC with Tour.
- iii. Innovation (03/2014) – working with an innovative ecosystem (incubator, education initiative, medical, technology and supply companies).

c) Planning Small Area Nodes/Districts:

- i. Central Business District –McDonald’s was approved on consent at the Planning Commission January 7, 2014 (a 1970’s site and building), remodel due to the new fire access requirements. They will start the construction in May. Huey’s is opening in Germantown on February 24. Whole Foods at Pete Mitchell Road received approval at the last BMA meeting for the warrants needed so they could move forward with the site plan Pete Mitchell Road closure was approved at the Planning Commission. They will start sometime in September with 18 months of construction Saddle Creek (South & West), McVay Place (office), the Villages at Germantown (Assisted Care), Baptist Chapel Restoration, and Germantown Road/Neshoba (northeast corner) are in the works. The dentist office at the corner of West Street is going to be demolished and the old American Café building is being remodeled inside for Talbots. There is a new subdivision going in at Exeter Road and Neshoba Road called Somerset. The lot next to Walgreens on Germantown Road wants to build a 6000 square medical office building (dentist and minor medical office). The Kroger expansion will be going to the DRC. They are working on their internal plans.
- ii. Western Gateway/Poplar – Western Gateway Small Area Plan Rezoning (currently contains 5 different zoning areas). It has been through the first reading with the BMA (for the rezoning). The public hearing for that project is February 24.
- iii. East Poplar/Forest Hill-Irene – (Office Technology District), Firestone (9 bay) Tire Center.
- iv. Wolf River – Wolf River Office Park (Lot 3) – Medical, Kimbrough/WRB P.U.D. Office Development, Baptist Rehabilitation (In Patient) is under construction.

d) Germantown Area Chamber of Commerce: Janie Day gave a report from the Germantown Area Chamber of Commerce: Our total membership is 600.

- We will be having a lunch and learn series starting in March.
- Chamber Matters is continuing. Feature IRIS, GPAC, and exercise.
- We are working on the Visitors Guide.
- A Germantown magazine is in process. Travelhost inserts will go into the magazine all over Southaven, MS, Memphis, and Jackson, TN. Bill Sumner does 4 of these a year (quarterly). Andy Pouncey is helping us with the history of Germantown.
- The Chamber is working on a Germantown City Map, and it will also be electronic (Community link sells ads).
- We are updating our website with the school changes and new businesses.
- We are having a Business Expo on April 24 at GPAC.

e) Germantown IDB: IDB met last week to consider personal property that ThyssenKrupp Elevator Manufacturing, Inc. requested to be added to the PILOT (\$12,659.39). The IDB approved that request. The other item discussed was the compliance reports that are required of the PILOT companies by March 1st of every year.

4. Old/Other Business:

Ms. Burgess talked about the attachments such as the Annual Business & Industry Report, the Economic Development Work Plan, Business Buzz Newsletter, Sales Tax Report and Metrics Table updates. Southwest TN Community College (SBDC) sent out a flyer for some workshops on SBA loans, social media strategy, business online, how to start a new business, government contracting, successful business plan, and financing options. On February 12th, which is next Wednesday, MAAR is having their annual commercial property forecast summit at GPAC starting at 8:30.

Alderman Marcom stated tomorrow at 8:00 a.m. the Mayor and Board will go into their annual retreat. The staff will be discussing utility bill rounding, (where you round your bill up to \$1.00, \$5.00 or \$10.00 and that money will go into Education Foundation toward the schools). Our sports groups have mentioned putting down artificial turf fields. You have to let the natural grass rest. We are having more requests to use our ball fields.

- ❖ Legislation update about what’s coming up in Nashville.
- ❖ Environment scans of how things are going economic.
- ❖ CIP update about road and drainage projects from 1 to 10 years out.

- ❖ Updates from Jason Manuel the school system.
- ❖ 2015 Strategic Plan.
- ❖ Education Foundation
- ❖ Economic Development
- ❖ Transition the depot from Shakespeare to Germantown Railroad Museum
- ❖ Bicycle pathways/lanes
- ❖ Drainage
- ❖ Traffic study for Dogwood behind Whole Foods
- ❖ School buildings how we are going to maintain them
- ❖ Budget

5. The next EDC meeting will be in the Blue Conference Room on Thursday, March 6, 2014.

6. Adjournment:

There being no further business, the meeting was adjourned.



SBA Loan Blitz

Need a small business loan to start your business?
Need additional working capital
to take your business to the next level?
If so, there is still money available for startups or existing firms and it's simple!

When: Monday, February 10, 2014
Where: Renaissance Business Center
555 Beale Street
Memphis, TN 38103
Time: 10:30 AM & 5:30 PM

Featuring:

Featuring: #1 SBA Loan Provider Based on Volume
Sue Malone, Superior Financial Group
Mary Hoehn, Pathway Lending

**Everyone is invited to come and learn about simple
small business loan programs available to you right now!**

Tell your friends!

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WWW.TSBDC.ORG



FEBRUARY TRAINING EVENTS

Visit www.tsdbc.org/swtcc for more information or call (901) 333-5085 / 526-9300

How to Start a Small Business

Thursday, February 6, 2014 9:00 AM to 11:00 AM

This introductory session helps aspiring entrepreneurs assess their abilities to lead and manage a company, as well as evaluate market and sales potential for their products/services. **Location: Renaissance Business Center**

SBA Loan Workshops

Monday, February 10, 2014 10:30 AM to 12:00 PM & 5:30 PM to 7:00 PM

SBA Tennessee's Small Business Loan Blitz Week kicks off in Memphis on Monday, February 10th. Apply for small SBA loans with the #1 SBA Loan Provider based on volume Sue Malone of Superior Financial and proactive SBA microlender, Pathway Lending. **Location: Renaissance Business Center**

How to Develop Your Social Media Strategy

Wednesday, February 12, 2014 9:00 AM to 10:30 AM

Every small business owner has been told that they need to use social media, but are usually not sure what to do next. Come hear from area experts what to do and what not to do when launching your social media strategy.

Location: Renaissance Business Center

Memphis Get Your Business Online

Friday, February 14, 2014 9:00 AM to 10:30 AM

Google's Get Your Business Online program is designed to make it fast, easy and free for any business to get online. This workshop allows you the comfort of getting your business online with fellow business owners in the Memphis community. Leave the session with a website you can share with the world. **Location: SWTCC Maxine A. Smith Center**

How to Get Started in Government Contracting

Thursday, February 20, 2014 9:00 AM to 10:30 AM

The University of Tennessee's Procurement Technical Assistance Center (UT PTAC) will be in Memphis to advise small business owners on how to successfully compete for government contracts. Last year, PTAC specialists assisted 489 companies in Tennessee, generating more than \$650 million in contract awards. **Location: Renaissance Business Center**

How to Write a Successful Business Plan

Wednesday, February 26, 2014 9:00 AM to 11:00 AM

This workshop will help you gain insights on why a business plan is important and the preparation needed to begin writing it, the components of a business plan, and how to put it all together with supporting documentation.

Location: Renaissance Business Center

Exploring Your Financing Options

Thursday, February 27, 2014 9:00 AM to 11:00 AM

There are various debt and financing options available to small businesses in the Mid-South area. This series highlights various lenders and programs available to current and future business owners. **Location: Renaissance Business Center**

The Tennessee Small Business Development Center is funded in part with the U.S. Small Business Administration. Additional funding is provided by the Tennessee Board of Regents and the State of Tennessee. All SBA funded programs are extended to the public on a nondiscriminatory basis. Reasonable accommodations for person with disabilities will be made if requested at least two weeks in advance. For arrangements call Yolanda Handy @ 901-333-5085.