

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

The regular meeting of the Economic Development Commission (EDC) was held Thursday, March 6, 2014, in the Blue Conference Room. Chairman Klein called the meeting to order at 5:00 p.m.

PRESENT: Steven Levy, Michelle East, James King, David Rea, Jerry Klein, Janie Day, Donald Robbins, and Rick Towne

GUESTS: Ordis Copeland, Business Development Consultant TN Economic Community Development, Brian White, and Joe Keohane

ABSENT: Ron Sklar, Susan Burrow, Sally Ostheimer, and Greg Marcom

STAFF PRESENT: Marie Burgess, Planner, Cameron Ross, Director Economic Community Development, and Kathleen Rose, Interim Economic Development Consultant

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

2. Minutes: Approval of Minutes for February 6, 2014

Chairman Klein stated the first order of business is the approval of the minutes for February 6, 2014. If there were no additions, corrections or deletions to the minutes he would entertain a motion for approval.

Mr. Towne moved to approve the Economic Development Commission minutes of February 6, 2014, seconded by Mr. Robbins. **The motion was passed.**

3. Reports/Monthly:

a) Ms. Rose We are continuing to make some updates to the website. The website should be on all ED materials (www.germantownedp.com).

Ms. Rose made a presentation on the Business & Industry Report providing information and Economic data for Germantown. It will become our marketing piece for promoting and soliciting new business to come to Germantown. We did an online survey for the Business and Industry Summit just to get some feedback. Ms. Burgess stated we asked about the facility and location, breakfast and lunch (which they said was excellent), the keynote speaker, healthcare and medical innovation panel, quality of community panel, and the business and industry report received positive responses. Most everyone plans to return next year. At the end of the survey 18 people signed up for the Business Buzz newsletter.

BRE (Business Retention and Expansion) – we had 4 visits over the last few months with the largest employers where some confidential information was shared. Some of the conversations involved workforce, hiring, planning, and IDB PILOT's.

b) Task Forces meeting dates:

- i. Retail (04/2014 – Transition to Merchant Group) – 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).
- iv. 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. The 10,000 copies 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.

c) Planning Small Area Nodes/Districts:

- i. Central Business District –Somerset, McDonald’s, Whole Foods, The Village at Germantown and Saddle Creek Redevelopment. The dentist office at the corner of West Street is going to be demolished, and received approval from the Planning Commission and Design Review Commission. Kroger has applied for the Design Review Commission to do an expansion.
- ii. Western Gateway/Poplar – Western Gateway Small Area Plan Rezoning (currently contains 5 different zoning areas). It is in the final stages, going for the third reading (for the rezoning).
- iii. East Poplar/Forest Hill-Irene – (Office Technology District), Circle K gas station has applied for the Design Review Commission; Firestone (9 bay) Tire Center has been approved for construction.
- iv. Wolf River – Wolf River Office Park (Lot 3 – Medical), Kimbrough/WRB P.U.D. Office Development, Baptist Rehabilitation (In Patient) is under construction.
- v. Other Projects: Maplewood Subdivision on Forest Hill Irene, Pipers Garden Subdivision, and Madonna Learning Center is expanding.

d) Germantown Area Chamber of Commerce: Janie Day gave a report from the Germantown Area Chamber of Commerce:

- New Members: 8 generating \$2,550 – Semmes-Murphey Clinic, Huey’s, FedEx St Jude Classic, Southwoods Memorial Park, Crump Insurance & Financial Services, Cordova Bowling Center, Germantown Legends-Happy Feet (Sports), and The Selling Agency.
- Prospects: Regional One Health, West Clinic, Radian Partners, Summit Assets Management, Luna Web, Rocket Fuel, Linkous Construction, and Fox and Hound.
- Renewals: 38 generating \$13,850
- Drops: 3 or 4 loss of \$950
- Strictly Business Expo: Thursday, April 24 at GPAC and flowing into the Germantown Athletic Club
- Lunch and Learn hosted by Littler Mendelson Law Firm
- The At Home magazine has an article about Germantown this month.

e) Germantown IDB: The two PILOT companies have provided their compliance reports.

4. Old/Other Business:

Cameron Ross comes to Germantown from Cincinnati, Ohio where he had been with the City of Cincinnati as a Senior Planner. He worked on numerous neighborhood revitalization projects, corridor plans, co-managed the City’s first comprehensive plan in 30 years, and at the time of my departure was managing a \$2.4 million Federal grant. He is originally from Madison, Mississippi and I met my wife (Andrea) while at the University of Southern Mississippi. After a decade in Cincinnati, we and our two dogs are glad to call Germantown home. We are working the Economic Development Strategic Plan and the task forces at this point. I look forward to working with all of you and moving this forward as we go.

Steven Levy noted Huey’s is staying very busy and the parking lot is always packed.

Ms. Burgess talked about the attachments such as the Economic Development Work Plan, Sales Tax Reports and Metrics Table updates.

Ms. Rose noted the Southern Economic Development Council, which is a subset of the Economic Development groups in the southeast, is having their annual conference this year in Memphis at the Convention Center on August 3-5. Marie and I attended the TN/KY Idea Exchange for International Council of Shopping Centers (ICSC) in Louisville, KY last year. This year it will be in Nashville, TN, on July 9-10.

Ordis Copeland noted on March 24 the State of TN International reps will be in town for meetings.

5. The next EDC meeting will be in the Blue Conference Room on Thursday, April 3, 2014.

6. Adjournment: There being no further business, the meeting was adjourned.