

ECONOMIC DEVELOPMENT COMMISSION
Thursday, June 5, 2014
Blue Conference Room
1920 South Germantown Road

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

PRESENT: Ron Sklar, David Rea, Jerry Klein, Janie Day, Michelle East, James King, and Steven Levy

GUESTS: Sandra Wilkerson Freeman, President of Neshoba North HOA

ABSENT: Susan Burrow, Donald Robbins, Rick Towne, and Alderman 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 May 1, 2014

Chairman Klein stated the first order of business is the approval of the minutes for May 1, 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 May 1, 2014, seconded by Mr. King. **The motion was passed.**

3. Reports/Monthly:

a) Ms. Rose noted: 1) We are continuing to make some updates to the Germantown EDP website. The website should be on all ED materials (www.germantownedp.com). 2) We will have a Visitors Guide for Germantown which will be in all the area hotels, airport, and welcome centers along the interstate. We are doing it as part of a partnership with the Chamber and underwritten by EDGE. We have 3 EDGE grants with the Chamber. The Visitors Guide will be created and published by TravelHost as a separate pull out section and it will be posted on the www.germantownedp.com and the www.germantownchamber.com site with links. We will get 10,000 separate copies that will be presented at the Germantown Visitors Event on June 18 from 8:00-10:00 a.m. at the GPAC. Then, we will have a tour bus with Andy Pouncey and Pam Beasley being the tour guides for Germantown. We have downloaded a new demographics package with census data, lifestyle, and retail profile.

Ms. Burgess gave a tour of the updated ED website (www.germantownedp.com).

BRE (Business Retention and Expansion) – There are some business visits scheduled in the next couple of weeks. We are continuing that program and same dialog. The relationships we are building are actually going to be utilized here soon on the taskforce efforts. Recently, Ms. Burgess attended some training that TVA provided. They are sending different info for business. She also attended another TVA/ICSC sponsored meeting called “Raising you Retail Bar.” It was a panel, including the Shopping Center Group, where Saddle Creek was mentioned (that centers are going toward including dining and entertaining). Ms. Rose and I attended a meeting downtown hosted by the Memphis Chamber for site selectors. Our Business Buzz newsletter comes out quarterly. It will be ready at the end of June for the summer issue.

b) Task Forces meeting dates:

- i. Retail (06/04/2014 – Transition to Merchant Group) – working/expanding on buying local, shop Germantown (BALLE Initiative) and expansion/revitalization with shopping centers. Retail Inventory – updates using Xceligent.
- ii. Tourism (06/05/2014) – working on Visitors Guide (Travelhost with a special pull out section for Germantown), visit Germantown event @ GPAC with tour on June 18.

- iii. Innovation (06/05/2014) – 1) Working with an innovative ecosystem (Germantown EPIcenter - BioWorks), 2) Innovative Pipeline based upon the Ready by 21 program connecting education to businesses and industries. We will be having a CEO/Education roundtable with the large employers to find out what they need for employees such as training with universities, colleges and Germantown school system. So they will be looking at dual enrollment and working with the kids on a STEM program to get them prepared for a job with career days, internships and apprenticeships. 3) Lifelong learning concept with connecting the library to what's going on with our seniors and how to get them flowing back in the community.

c) Planning Small Area Nodes/Districts:

- i. Central Business District – Saddle Creek has been finalizing issues with the development agreement, and we are down to the last piece of the puzzle. The demolition will start in the next couple of weeks to keep them on their construction schedule. Thornwood Planned Unit Development at the corner of Germantown Road/Exeter Road/Neshoba Road was approved by the BMA. Phase 1 came to the Planning Commission (with the Smart Code process) on June 3rd for the Preliminary and Final Site Plan which was granted. It has been zoned T4 and T5. The development will start with a hotel operator and a jeweler then work its way to mixed-use multi-family on the rest of the site. They should be wrapping things up and beginning construction in June with (Saddle Creek South and Saddle Creek West) over the summer.
- ii. Western Gateway/Poplar – Western Gateway Small Area Plan Rezoning (currently contains 5 different zoning areas) is in the final stages. The Western Gateway had a small setback on the third reading at the BMA on April 14, where it was sent back to the Planning Commission Smart Growth Subcommittee on June 18 for further analysis to look at the way it backs up to Nottoway. The Kirby Farms relationship to the eastern side of the Western Gateway is what we are concerned about. We are working with the Kirby Farms ownership and a little bit of education with the Nottoway HOA to move them both closer to yes. Mr. Ross talked to the Nottoway HOA about the ins and outs of the Smart Code and what can be done under the development of the Code. We hope to have the changes heard on July 1 at the Planning Commission meeting. We meet with the new group who is managing Fountain Square. They are interested in what is going on in the Western Gateway Area Plan Rezoning. We are trying to schedule a meeting with the board of Fountain Square to talk with them about including their property of 15 acres that was pulled out from that rezoning. It's just an overlay. It can elect to go into the Smart Code for a T6 zone.
- iii. Eastern Poplar/Forest Hill-Irene – (Office Technology District), Circle K gas station has a development contract. Firestone (9 bay) Tire Center is moving along with putting their roof on in the next couple of weeks. We are trying to set a timeline for the Forest Hill Heights ownership group on getting them into the Small Area Plan process. The Harvest Church/Forest Hill Baptist Church, 3645 Forest Hill-Irene Road requested a Preliminary and Final Site Plan Approval for the expansion of the church parking lot.
- iv. Wolf River – Wolf River Office Park (Lot 3 – Medical), Kimbrough/WRB P.U.D - the grading work is going on now. The office development is coming up nicely. Baptist Rehabilitation (In Patient) is under construction, and will open in September. The West Cancer Center came in front of the Planning Commission for approval of an expansion that will bring 400 jobs from their existing facility and 60 new jobs. They will construct a 2 level parking garage, one covered level and one up top. They have decided to add a second floor to their expansion.

Mr. Ross discussed Administration's request for the EDC to make a recommendation regarding their support for the Small Area Plans and order of priorities for Forest Hill Heights/East Gateway and Wolf River nodes.

Mr. King noted that it sounds good, and doesn't want to adversely impact the process.

Mr. Levy noted that Wolf River Blvd., the road itself, is in terrible condition from all the patching from Germantown Road to the interchange at Kimbrough Road. Is that because of all the construction going on, is it a finished product, or in need of resurfacing?

Mr. Ross will follow up on the schedule for resurfacing of Wolf River Blvd.

Mr. Rea supports Forest Hill Heights and the East Gateway Small Area Plans.

Ms. East needs budget information and the staffing needs for both of them in order to make a recommendation. Should we combine all the areas?

Mr. Ross doesn't recommend combining the small area plans for Wolf River and East Gateway/Forest Hill Heights.

Ms. Rose stated we did consider combining them. As far as the budget, we don't have a budget, until we put out RFP and get the proposal back. We do have money budgeted for Small Area Plans in this next budget cycle (2015).

Mr. Ross requested a motion that the EDC agrees, in principal, for a Resolution of the Small Area Plans for Forest Hill Heights/East Gateway to be handled together, followed along by Wolf River. A motion was made by Mr. Rea, seconded by Mr. King, to approve a Resolution for the Small Area Plans for Forest Hill Heights/East Gateway followed by Wolf River. The motion passed.

d) **Germantown Area Chamber of Commerce:** Janie Day gave a report from the Germantown Area Chamber of Commerce: Submitted by Janie Day, Executive Director.

Renewal memberships:	38	Total Income \$11,900
New members:	5	Total Income \$1,525
Drops:	7	Lost Income \$2,425

Events:

Golf Tournament:

The 25th Annual Golf Classic is Monday, June 16, 2014 at Germantown Country Club beginning at 11:30 AM for lunch sponsored by Baptist Rehab Germantown. Shot gun start is at 12:30 PM. We have golf prizes for each player, great food and beverages all day AND a trip for 2 to be auctioned off. The trip is to Pebble Beach which includes air fare, two night stay at Spanish Bay, and a round of golf for 2.

Night Rider:

This event is Saturday August 2, 2014 and is hosted by Parks and Rec. and the Germantown Chamber of Commerce. Night Rider is a family Fun Bike Ride. Decorate your bike with Glow-in-the Dark gear and enjoy food, moon bounces, face painting, music, and a 6 mile bike ride up Wolf River Blvd. The event begins at GPAC; ride down Neshoba, Kimbrough, and then Wolf River Blvd and back to GPAC. Shorter routes are available for the younger tikes. The event benefits the REACH after school program at the new Germantown School System and the Chamber. I have Save the Date cards for you to distribute. This event is a Fun Family Bike Ride and is not a race.

Taste of the Town:

The 14th annual Taste of the Town will be held on Sunday, September 21st at The Memphis Hilton from 5:00PM to 8:00PM. We have 40 food and beverage vendors, a wine pull, silent auction, and a live auction that benefits Make-A-Wish. Tickets are \$70. You may purchase tickets thru the web site.

e) **Germantown IDB:** The IDB met for the purpose of reviewing the request by West Fraser (PILOT) at 1900 Exeter Road, where their building is being sold and the new owner of the building needs documents that have to be executed in order to make that transfer legal through the IDB. The compliance reports were discussed and accepted as being in compliance (ThyssenKrupp Elevator Manufacturing and West Fraser). They met or exceeded the requirements under the lease.

4. Old/Other Business:

Ms. Rose stated this is my last EDC meeting as your Economic Development Consultant in charge of the Economic Development Strategic Plan. I just wanted to remind everyone, almost two years ago; we all embarked on this Economic Development Strategic Plan with this body together and with the BMA approval of the plan that had 5 guiding principles. I always like to come back to the beginning So just to keep this in your vision for the future and going forward, just remember that the 5 things that we all agreed to and what has driven everything like the 5 Small Area Plans, 3 Taskforces, the events that we had such as Business & Industry Summit, and the documents of the wonderful partnership with the Germantown Chamber and website. We have pretty much completed everything on the Work Plan. I think with the arrival of Cameron Ross, his excellent background and experience, and together with Marie Burgess' incredible talent and being able to wear 2 hats at the same time as a Planner and Economic Development in training, you will be in good hands. I just wanted thank all of you for your wonderful support, involvement, and effort.

Ms. Rose stated the Economic Development Work Plan, Sales Tax Reports and the Metrics table updates will be presented quarterly.

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 the International Council of Shopping Centers (ICSC) in Louisville, KY last year. This year it will be in Nashville, TN, on July 9-10.

5. The next EDC meeting will be in the Blue Conference Room on Thursday, July 3, 2014 at 5:30.

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