

**ECONOMIC DEVELOPMENT COMMISSION**  
**Thursday, August 7, 2014**  
**Blue Conference Room**  
**1920 South Germantown Road**

The regular meeting of the Economic Development Commission (EDC) was held Thursday, August 7, 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, Susan Burrow, Rick Towne, Alderman Greg Marcom, and Steven Levy

**GUESTS:** Ordis Copeland, Business Development Consultant TN Economic Community Development; John Lawrence, Manager Strategic Economic Development Planning (EDGE)

**ABSENT:** Donald Robbins

**STAFF PRESENT:** Marie Burgess, ED Planner; Cameron Ross, Director Economic Community Development

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

**2. Minutes: Approval of Minutes for June 5, 2014**

Chairman Klein stated the first order of business is the approval of the minutes for June 5, 2014. If there were no additions, corrections or deletions to the minutes he would entertain a motion for approval.

Mr. Levy moved to approve the Economic Development Commission minutes of June 5, 2014, seconded by Mr. King. **The motion was passed.**

**3. Reports/Monthly:**

a) Ordis Copeland, Business Development Consultant TN Economic Community Development:

We had the two best months as a department in recruiting jobs for the State of TN since 2011.

We have a good strong pipeline, and we visited with a locate company this afternoon and they are going to bring a project very soon. We also have a new member of our team (Justin Jamison).

b) John Lawrence, Manager Strategic Economic Development Planning (EDGE):

We just started implementing the loans they we have been talking about for awhile.

- Nova Copy \$5M project (Bartlett) 50% funded by Renasant Bank and 40% by EDGE loan.

We are getting involved in Tourist Development Zone funding, Tax Increment Financing and bond issues. The IDB hasn't done a bond issue in a long time, and since EDGE was created 3 years ago, we haven't done them at all. With the Graceland project, we are moving into that business. That deal was too important to not jump on. I was doing work in the airport area probably 7 or 8 years ago, and we thought we had that deal done then. We have had multiple ownership changes, complication in the area and land purchases.

Number 1 challenge: Workforce development rollout Greater Memphis Workforce which is a workforce development program designed to put industry together with workforce programs and how it's delivered.

Exporting has excelled to \$12 billion in 2012, but hasn't received much support. We are pushing to get more people in US Export Assistance Office.

Alderman Marcom stated our firm has worked with Graceland for a long time, and we know what is going on down there. This is a little off of the economic development topic, but it's really not. I don't know how many of you watched the National Geographic Channel about the Memphis Mayhem. It was about the heroin trade here in Memphis. It probably was one of the absolute worst things that could have been on television to market this City. They talked about Elvis Presley, Graceland and an apartment complex that was around the corner from Graceland. Mr. Lawrence agreed that Mayor Wharton is aware

of the negative publicity and is looking into it.

Ms. Burgess noted: We now have a Visitors Guide for Germantown, which is in all the area hotels, airport, and welcome centers along the interstate. The Visitors Guide was published by TravelHost as a separate pull out section and was posted on the [www.germantownedp.com](http://www.germantownedp.com) and the [www.germantownchamber.com](http://www.germantownchamber.com) site with links. We ordered 10,000 separate copies of the Visitors Guide and handed out bags filled with information about different amenities and things to do in Germantown (presented at the Germantown Visitors Event on June 18 from 8:00-10:00 a.m. at the GPAC). We had a tour bus with Andy Pouncey and Pam Beasley as the tour guides for Germantown. A lot of thanks to Bill Sumner in our Tourism Taskforce. He did a lot of work to get this off the ground, including coordinating the bus for us. We had a lot of Memphis Convention and Visitors Bureau staff attend. The attendance was good; however, we had more people RSVP than actually showed.

BRE (Business Retention and Expansion) – We are continuing to meet with companies. The relationships we are building are actually going to be utilized here soon on the taskforce efforts. We attended a MAAG (Memphis Area Association of Government) grant announcement. MAAG facilitates some grants from the DRA (Delta Regional Authority). Their grant announcement was that they had received funding to do additional "day trip" tours. We also attended the TN/KY ICSC in Nashville. This week, our Economic Development website received an award of merit at the annual SEDC (Southern Economic Development Council) conference. We will continue to work with TravelHost and our second guide will come out in September/October 2014. We hope to continue this program through 2015 with EDGE grant funding.

**c) Task Forces:**

- i. Retail– Transition to Merchant Group – We had a Retail Merchant Group meeting, and it was a small turn out. Since that meeting we received emails from people interested in joining the Retail Merchant Group.
- ii. Tourism – The Visitors Guide was completed (TravelHost had a special pull out section for Germantown). We will continue to work with TravelHost, and our second guide will come out in September/October 2014.
- iii. Innovation – We held a CEO Roundtable on July 24 in the blue conference room, and it was a full room with executives from Germantown companies. There were also administrators from the local universities and schools including Jason Manuel, School Superintendent for the Germantown Municipal Schools. We discussed workforce and trying to find out what our companies need, difficulty in locating talent, and how our schools could help with bridging the gap.

**d) Planning Small Area Nodes/Districts:**

- i. Central Business District – Saddle Creek and its expansion of additional 20,000 square feet of space and 8,000 square feet which will be on the corner. Thornwood Planned Unit Development at the corner of Germantown Road/Exeter Road/Neshoba Road is finalizing their development contract for Phase 1. There are 17 acres. Phase 2 and 3 were approved on August 5 at the Planning Commission. Phase 2 is Bob Richards Jewelers moving from Wolf River Blvd to a stand alone building that will be on an outparcel at one of the corners and a 108 room 4 story hotel (Hampton Inn & Suites) across from the jeweler and adjacent to the Village of Germantown. 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.
- ii. Western Gateway/Poplar – Western Gateway Small Area Plan Rezoning (currently contains 5 different zoning areas) is in the final stages. The Western Gateway plan had some minor modifications that were approved by the Planning Commission on August 5.
- iii. Eastern Poplar/Forest Hill-Irene – (Office Technology District), Circle K gas station has a development contract. Firestone (9 bay) Tire Center is making some good headway. We are trying to set a timeline for the Forest Hill Heights ownership group on getting them into the Small Area Plan process.
- iv. Wolf River – Wolf River Office Park (Lot 3 – Medical), Kimbrough/WRB P.U.D – We are talking to people about expansion plans that they want to do (part of the business retention and expansion meetings). There is a medical arts building that is coming, and the announcement was in the Memphis Business Journal. It's going next to Trumbull Labs. We just had their pre-construction

meeting for that project. Baptist Rehabilitation (In-Patient) is under construction, and will open in September.

Mr. Levy noted that Germantown Collection is under contract.

Alderman Marcom is concerned about the parking in shopping centers that contain many restaurants. He is concerned the restaurants will crowd out parking spaces.

e) **Germantown Area Chamber of Commerce:** Janie Day, Executive Director, gave a report from the Germantown Area Chamber of Commerce:

Our inaugural Night Rider event was held on August 2, 2014 beginning at GPAC with moon bounces, face painting, food and drink. The 6 mile ride was police assisted crossing Nashoba, Kimbrough and headed east on the new Wolf River Blvd and back. We had 120 riders, and no accidents! The riders decorated their bikes in glow-in-the dark gear as Rockin Robin the DJ provided the music. Part of the proceeds went to support the REACH program at the Germantown Municipal Elementary Schools. The event was a wonderful success, and will be repeated next year and beyond!

Taste of the Town is our next event. This event is held at the Memphis Hilton on Sunday, September 21 from 5 p.m. to 8 p.m. There are 30+ food and beverage vendors, a wine pull, silent auction, live auction, entertainment by Pat Register and Donna Wolf. This year is our 14<sup>th</sup> year to host this event as we provide our restaurants/caterers an opportunity to “show off” their specialties to the 600 attendees. This year the silent auction will feature Mobile Bidding thru BiddingforGood which has done 22,000 of these events.

On November 20, 2014, five of the Germantown Board of Directors will attend an all day workshop to complete a 5 year Strategic Plan conducted by Michael Synk.

Our 1<sup>st</sup> tourism guide is inside the TravelHost magazine which came out in June 2014. This Tourism Guide is one of the 3 initiatives with the City of Germantown that was made possible by an EDGE Grant. The second guide will come out in September/October 2014. We should be able to continue this program through 2015 with EDGE grant funding.

f) **Germantown IDB:** The IDB has not met since the last report.

#### **4. Old/Other Business:**

Ms. Burgess stated the Innovation Taskforce is working on implementing our Economic Strategic Plan with a focus on the area of an incubator. If you know of any space with 1,500 to 2,000 square feet that someone might be willing to offer up to this really excellent opportunity for the City, please let us know (Marie Burgess, Cameron Ross or Jerry Klein). We don't want to miss out with Memphis BioWorks.

5. The next EDC meeting will be in the Blue Conference Room on Thursday, September 4, 2014 at 5:30.

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