

Economic Development Commission
Thursday, March 12, 2009
Administrative Conference Room
Municipal Center, 1930 South Germantown Road

The regular meeting of the Economic Development Commission was held Thursday, March 12, 2009, in the Administrative Conference Room of the Municipal Center. Chairman Jerry Klein called the meeting to order at 6:00 P.M. and a quorum was established.

PRESENT: Chairman Jerry Klein, Jane Clark, Chris Harrison, Rocky Janda, Lyle Muller, Brian Pecon, John Wagner, Alderman Carole Hinely and Planning Commission Liaison Susan Burrow.

ABSENT: James Danielik, Charles McCraw and Thomas Parzinger.

STAFF PRESENT: Assistant City Administrator Andy Pouncey and Economic Development Coordinator Katie Graffam.

MINUTES

A motion was made and seconded to approve the February 5, 2009 minutes as distributed. Motion passed.

2009 COMMITTEE REPORTS

Chamber of Commerce

In Charlie McCraw's absence, Katie Graffam presented an emailed report from Charlie McCraw.

- The Chamber is focusing on ways to increase memberships during these trying economic times. Among items under discussion are payment plans so that dues can be spread out over a period of time; promoting "Shop Germantown First" and "Shop Chamber Members First"; upgrades in technology that will allow such possibilities as Webinars, on-line newsletters, job postings etc.
- Membership is 671, with 7 new members, 51 membership renewals and 11 drops during the month of February.
- Upcoming events:
 - The 10th Annual Legislative Breakfast on March 27th at the Germantown Country Club.
 - The Business Expo will be held on April 23rd at the Germantown Athletic Club and the Power Breakfast to kick off the Expo will be held at the Germantown Country Club at 8:00 AM with speaker Kyle Rote and new this year will be afternoon speakers Darwin Howard and Dale Carganie.

Medical Signage

Jane Clark reported she and other members of the Commission had met at the Wolf River property and observed the signage as it appears today. It was agreed that the signage does need to be there, with the main issue at this time being the price of materials. She stated communication continues with signage companies in looking at alternative materials the City will approve. Andy Pouncey discussed alternative materials which would require an amendment to the Sign Ordinance and asked for the Commission's recommendation to move forward with the ordinance amendment at this time, which met with the full consensus of the Commission.

Christmas Village

Dr. Lyle Muller reported a meeting had taken place with Emily Bader, Parks and Recreation and others regarding tying the Christmas Village in with the Holiday Parade. He gave a tentative date of December 12th depending on schools' band concerts out of town, which might require moving the date to the 5th. He asked for the Commission's input to tying it against the parade weekend.

He discussed the parking lot on the Exeter side of the Germantown Athletic Club as the site for the Christmas Village. He stated the purpose of the Village was to create a destination for visitors, such as the Germantown Festival. It might run Friday through Sunday at first, then if there is a lot of interest it could be stretched out more. A suggestion was made to visit other cities that have done this before and gain from their experience. Andy Pouncey recommended a good place to start would be with the City's Special Events Committee. Following discussion, it was decided to seek help from the Special Events Committee and then present suggestions to Mayor Goldsworthy before the next meeting in April.

There was a discussion of a Nutcracker Ballet from a local ballet company who would rent GPAC for the event with intermissions and a narrator, such as Tania Moskalenko, coming on stage and preface what children are going to see so that they can appreciate ballet. This could be held in conjunction with other holiday events and would be something that might occur every year. Chairman Klein stated Alderman Hinely will speak to Ms. Moskalenko and then the Commission will proceed from that point.

Dr. Muller reported on a business call to Ken Taylor, property manager, Saddle Creek, and mentioned the possibility of empty storefronts being utilized for advertisement with nutcrackers, etc.

Home Businesses

Chris Harrison stated the first meeting with the small business section would be April 7th.

Medical Community

Dr. Muller reported there are no empty storefronts in the medical community and stated there is one sign at Minor Medical.

Poplar/TDOT

John Wagner deferred at this time to a report from Andy Pouncey.

Andy Pouncey stated this is a stimulus project for videos for the state to do Poplar, Miller Farms and Brierbrook, and also includes the wall at Bavarian Village. He stated the Mayor had recently met with officials of MLGW and had the opportunity to discuss underground utilities. He stated he has a meeting scheduled with MLGW to discuss underground utilities.

Programs

Brian Pecon reported at the next meeting on April 2nd Jeff Wallace from the University of Memphis would make a presentation on updated studies done around town. He stated he had not been successful in getting Larry Papasan or Ken Woody for May 7th.

Smart Growth

Chairman Klein gave an update on the Industrial Development Board meeting which was held on May 5th at which time public/private partnership as far as financing is concerned was discussed.

OLD BUSINESS

Nutcracker

Andy discussed further the Nutcracker issue and presented a *Nutcracker Parade* registration form that included incentives and guidelines to walk in the parade, which received the full support of the Commission.

NEW BUSINESS

There was a discussion of businesses that have recently closed in Germantown.

ECONOMIC AND COMMUNITY DEVELOPMENT (PROJECTS IN PROGRESS)

Katie Graffam gave a short presentation of current projects.

IDB

Discussed earlier under the Smart Growth report.

ADJOURNMENT

There being no further business to come before the Commission the meeting adjourned. The next meeting date is Thursday,