

ECONOMIC DEVELOPMENT COMMISSION

Thursday, April 2, 2015

Blue Conference Room

1930 South Germantown Road

The regular meeting of the Economic Development Commission (EDC) was held Thursday, April 2, 2015, in the Blue Conference Room. Chairman Klein called the meeting to order at 5:30 p.m.

PRESENT: Jerry Klein, Sidney Kuehn, Rebecca DeRousse, Janie Day, Rick Towne, Steven Levy, James King, Janet Geyer, Ron Sklar, Harold Steinberg and Alderman John Barzizza

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

ABSENT: Elizabeth Sillay, and David Clark

STAFF PRESENT: Marie Lisco, Economic Development Manager and Cameron Ross, Director of Economic Community Development

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

2. **Minutes: Approval of Minutes for February 12, 2015**

Chairman Klein stated the first order of business is the approval of the minutes for February 12, 2015. If there were no additions, corrections or deletions to the minutes, he would entertain a motion for approval.

Mr. Kuehn moved to approve the Economic Development Commission minutes of February 12, 2015, seconded by Mr. Levy. **The motion was passed.**

3. **Reports/Monthly/Quarterly:**

a) **Regional - EDGE:**

John Lawrence, Manager Strategic Economic Development Planning (EDGE): It's been four years since EDGE was created, and we have participated in projects worth about \$2 billion dollars in capital investment, created and retained just over 9000 jobs, the projected tax revenue from projects is \$700 million. We are certainly not keeping up with the rest of the country in terms of how our citizen rate is growing. What concerns us more is gross domestic product, and what is the output coming from our community. We have been improving in those terms to some degree. We have had a 2% growth in the past four years. We have been doing a lot of loans.

Steven Levy asked if EDGE was going to get involved given all the important and various studies, regarding the state funding crisis of public education.

Mr. Lawrence answered yes and no, through GMACW we will address specific issues and later extend further beyond that.

Ron Sklar asked what should the population number be?

Mr. Lawrence answered these are MSA numbers; not just Shelby County numbers. In 2010 and 2014, the Memphis MSA has grown by 1.26%, Nashville by 7%, Louisville by 2.5%, Birmingham by 1.3%, and Indianapolis 4%. On the Gross Domestic Product, we are out pacing the population growth - which is good. The Gross Domestic Product has grown by: Memphis MSA 9%, Nashville 18%, Louisville 11%, Birmingham 13%, and Indianapolis 13%. We have a whole lot of ground to make up.

Mr. Levy asked if that was the total, or per year?

Mr. Lawrence answered the total over a four year period of time.

b) City – Germantown Economic Development:

i. Business & Industry Summit:

Ms. Lisco stated that we had a very successful Germantown Business & Industry Summit. We had about 86 people attend and 96 registered. Last year, about 100 attended. The Business & Industry Report is on the table in the lobby and on the homepage of the EDP website. We had people fill out a survey, and we now have the results. We had 25 who responded to our survey. Last year, 27 responded. Commissioner Boyd was our keynote speaker. He is the new State Economic Development Commissioner. His flight from Nashville was delayed due to the bad weather. Our development panel was Victor Buchholz with LRK, Shawn Massey with the Shopping Center Group, Cameron Ross with the City of Germantown and Spence Ray (the developer of the Thornwood project at the corner of Neshoba and Germantown Road). They all had great information to share. The moderator was Richard Spore who is an attorney with Bass Berry and Sims and knows the Germantown code and Smart Growth process. He did a very good job of moderating the panel and asking questions. The panel actually received really great feedback in the survey. We also had a local economist, Dr. David Ciscel.

Sidney Kuehn was complimentary of the Business & Industry Summit. He talked to a couple of people who attended, and they said it was well done. I'm sorry I missed it. I was out of town.

Chairman Klein asked did you cover your expenses?

Ms. Day answered yes.

Alderman Barzizza stated he would like to see more time with the panel.

ii. Meetings Update:

- ❖ The TVA Economic Development Forum highlights TVA resources available to the 7 state region and presents case studies on certain types of projects. They gave us an update on programs that they have such as the Sustainable Communities Program (Germantown is a platinum TVA Sustainable Community). They showed a map which included Germantown that they have been using to market the City.
- ❖ The Governor has selected Germantown to participate in his Healthier TN Program.
- ❖ The MAAR Commercial Property Forecast was held at GPAC. They had speakers from real estate sectors such as residential, multi-family, and industrial. They talked about what the trends are.
- ❖ The Germantown Police Department, in partnership with the Chamber, hosted their first Business Forum. Ms. Day was interested in hearing the assistant to the secret service. He talked about what they are working on and how they work with the police. They covered business crime trends, cyber security, financial crimes and prevention. The chamber sponsored it and provided the snacks and drinks.
- ❖ Chairman Klein and Alderman Barzizza noted there will be a Senior Safety Seminar on April 23 at the Pickering Center.
- ❖ SEDC held their Meet the Consultants conference to provide an opportunity to network with economic development professionals and meet some site selectors.

iii. Innovation – (Incubator effort) –

Ms. Lisco stated we have made additional progress since our last meeting. We are pulling the pieces together on furniture. The location will be at Carrefour, and everything is coming together nicely. We have had some furniture donated to us, thanks to Alderman Barzizza for coordinating that. The City is trying to provide what we can, which is not very much, in furniture, and Frase Security has offered to help with security equipment; which is really nice. We are talking about key card access and internet. We are still looking at grants out there to help with additional money....perhaps a federal opportunity.

Mr. Ross noted at this point the money is in our budget, but budgets are not final until the BMA approves them. There is money for the incubator in the Economic and Community Development budget line.

Alderman Barzizza asked if you got a new appointment to look at the furniture?

Ms. Lisco answered one day next week: April 8.

Chairman Klein stated it is a combination of six years of beating our heads against the wall. It's finally come to pass, and we couldn't have done this without you two.

Mr. Kuehn asked if the MAAR presentations include Chandler Reports information?

Ms. Lisco answered yes, and there is another meeting by Chandler Reports that really focuses just on residential.

- iv. **Developer Breakfast** – We are planning a date for the Developer Breakfast sometime in June. Ms. Lisco noted the purpose for the developer breakfast would be to update a developer about the process in Germantown, and changes in our sign ordinances. Mr. Ross stated we have modified all the forms for development, including getting the right forms for development within the Smart Growth areas.

Mr. Levy asked if you were aware of the recent sale regarding the shopping center where Hobby Lobby is located?

Mr. Ross stated that he will address it in his report.

c) **Planning/Small Area Plan - Nodes/Districts:**

- i. Central Business District – There was a recent sale for \$14.1 million dollars of the Germantown Plaza. It sold to a group of investors out of New York. They were in town two weeks ago, and their initial plans are minimal at this point. One of the complaints from tenants is that the parking lot lighting is extremely low. So, their first order of business is to change out the lights to update and create a safer parking environment. They are open to looking at some of the out parcels since they are in the Smart Growth area and other sign improvement programs.
The second thing they mentioned with Whole Foods just up the road...they figured if they are investing in our community, it's a sign of good things happening and better things to come. When Whole Foods comes, people seem to follow.
Saddle Creek is moving right along with some of leases starting to come back in. They are very excited about the prospect for that corner as well.
- ii. West Poplar Avenue District – As I'm sure you've noticed, there is grass on the corner of Poplar Avenue and Kirby Road. In speaking to Carrefour owners Cannon, Austin and Cannon, their phone is ringing off the hook with interest. We had some people call us about possibilities based on the zoning. There will not be a Macaroni Grill, and they are entertaining offers (along with their ideas to redevelop within Smart Code) - bringing it closer to the intersection, and making it more than one story). There was a recent sale of the Kirby Farms property, and a Hilton hotel (210 rooms) announcement that happened since we met. We are working with that group to iron out how their site is being laid out. They will bring it to the Planning Commission for the outline plan and subdivision plan.
- iii. East Poplar Avenue/Forest Hill-Irene – Sprouts is pushing right along. Also, a new Crossfit gym has opened. We had two interviews today for consultant teams on Forest Hill Heights that will be doing the next small area plan for that area with Smart Code applied within the next six to eight months.
- iv. Wolf River – There are cranes up and lots of activity at the Kimbrough Medical Office buildings. They are putting together sign packages, framing, and the roofs are coming along.

Chairman Klein asked if Mr. Ross knew whether the Fountain Square Condos will be repaired on account of the fire?

Mr. Ross stated it will be repaired. I spoke with the HOA and Fire Chief John Selberg, and it was not a total loss; mostly smoke damage in eight units and water damage in four units. There was no one injured, including pets.

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

An Evening with Captain Phillips

Our next event is Tuesday, April 14, 2015 at GPAC. The event is presented by Data Facts, Inc. in support of the Chamber. All events we have are within our mission statement to involve businesses and community. We still have seats available, and hope any of you would be interested in hearing the harrowing story of what happened to Captain Phillips and his crew. In 2009, Somali pirates captured merchant marine Captain Phillips, took him away from his ship and tried to kill him. After several days in a small dingy, the Navy SEALs rescued Captain Phillips and killed the pirates. In 2013, the Captain Phillips movie came to the big screen and starred Tom Hanks.

Golf Classic

Our next event is June 22, 2015 at Germantown Country Club. Our annual golf classic has many networking opportunities for all of our businesses no matter the size. The day offers lunch for all players, 18 holes of golf with refreshments and snacks during the afternoon along with prizes for everybody. Some of you have played in this event before, and we invite you to attend again. The cost is \$175 per player or \$700 for a team.

Taste of the Town

Taste of the Town is moving to Saturday night! The Chamber has had this event on Sunday night for the last 14 years, so the time has come to step it up a notch. The event is Saturday September 19, 2015 at the Hilton Ballroom from 6:30 to 10:00 p.m. We have over 30 food and beverage vendors, silent auction benefitting the Chamber, and a live auction benefitting Make-A-Wish. This year we are adding a bartender "Flair" contest which should be wonderful to attract millennials (those under 45 years of age who love these contests at the local bars and restaurants).

Night Rider

October 10, 2015 will be the date for Night Rider this year. This year is our 2nd year to host this event that supports the REACH program through Parks and Recreation at Germantown Elementary Schools. We have moved the venue to Farmington Park next to Farmington Elementary which should draw a bigger crowd. This event is designed to be a family fun bike ride at night as the participants decorate their bikes in glow in the dark gear and ride their bikes, assisted by the Germantown police, down the Wolf River Boulevard and back to Farmington Park. We have moon bounces, hot dogs, Smoothie King, face painting and an outdoor movie all planned for the community to enjoy the evening with their families.

- e) **Germantown IDB:** Ms. Lisco said there are two PILOTS in Germantown: ThyssenKrupp and West Fraser. There has not been an IDB meeting since the last report. I do have a meeting with Reid Dulberger with EDGE next week to review our compliance reports.

4. **New/Old Business:**

Mr. Sidney Kuehn stated I saw in the newspaper that we have purchased new scoreboards at all the Parks. Ads could be added. That's a great opportunity for us to sell space on scoreboards. I have already talked to Landers Ford with Pam Beasley, and they didn't say no. It is a good way to make more revenue.

Ms. Lisco noted that she spoke with Dave DePeters with IRIS Orchestra last week. They are going to two performances: Saturday **and** Sunday. They feel it is a great opportunity to reach a broader audience.

5. The next EDC meeting will be in the Blue Conference Room on Thursday, May 7, 2015 at 5:30.

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