

## ECONOMIC DEVELOPMENT COMMISSION

Thursday, May 7, 2015

Blue Conference Room

1930 South Germantown Road

The regular meeting of the Economic Development Commission (EDC) was held Thursday, May 7, 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, James King, Janet Geyer, Ron Sklar, and Harold Steinberg

**GUESTS:** Gwyn Fisher, Regional Director of Economic & Community Development for the State of TN, and Ordis Copeland, Business Development Consultant TN Economic Community Development

**ABSENT:** Steven Levy, Elizabeth Sillay, David Clark, and Alderman John Barzizza

**STAFF PRESENT:** 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 April 2, 2015**

Chairman Klein stated the first order of business is the approval of the minutes for April 2, 2015. If there were no additions, corrections or deletions to the minutes, he would entertain a motion for approval.

Ms. Geyer moved to approve the Economic Development Commission minutes of April 2, 2015, seconded by Mr. King. **The motion was passed.**

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

a) **State – TN ECD:**

Gwyn Fisher, Regional Director of Economic & Community Development for the State of TN: We have recently created a position for an Assistant Commissioner of Rural Development. The state of Tennessee has 95 counties, and 90 are rural. We really thought it was important to invest our time and energy in rural development. In Tennessee, we are operating an export assistant program. That is under review to determine if we are helping companies with exporting instead of just providing market research. 98% of the world market is actually outside the United States. The more we can help companies diversify their client base, the better able they are to weather storms.

We have been working closely with Cameron Ross and Marie Lisco with area businesses. There was a closing of Conduit Global Call Center. They were extremely pleased with the community and workforce of all levels. It was simply that the customer who was behind the call center is no longer their customer. It's very clear our community provided a great experience here, and we are working together. They signed a multi-year lease on the building. They didn't want to break the lease. They would rather fill it right back up, and that's what we are trying to do now.

Our other focus is the Memphis Regional Megasite. It's a 4000 acre parcel on I-40 at exit 42. We are now in what is call the sweet spot, which means the infrastructure is in place and sufficient if we got a tenant today, we could be manufacturing automobiles in 18 to 24 months. That is our goal: to bring in an automobile manufacturer. We have expanded our search to include airplanes, and rockets ships or anything big. We are not going to break up the property. We are looking in the 4,000 to 6,000 job range. Commissioner Randy Boyd has made this his mission with his time here at ECD. Germantown is extremely well positioned to benefit from that, both in terms of being on the corridor and you having a lot of people who want to live in Germantown, attend the schools, and shop in Germantown.

Ordis Copeland, Business Development Consultant with TN Economic Community Development said to remember what Smyrna was before Nissan came. If you can picture it before they came and after they came, that is the kind of impact we are looking for. They went from 7,000 to over 30,000 residents.

**b) City – Germantown Economic Development:**

**i. Innovation – (Incubator effort) –**

Mr. Ross stated a big thank you goes out to all those who helped us outfit the incubator. The incubator is still in the budget. We are working out a lease agreement with Carrefour shopping center. We are still looking for a few things for the office, such as work stations in the form of desk or cubicles and filing cabinets. Also, does anyone know who could sponsor us with internet access? We have talked to Frase Protection about sponsoring some of our security needs, and they are working with us.

**ii. Developer Breakfast –** We are planning a Developer Breakfast for June 17, 2015. Mr. Ross noted he has a process/legal advisor/entitlement/etc. specialist coming in from out of state so that he can bring fresh eyes to our codes and processes. At the Developer Breakfast, we will discuss the new forms that we just created with our legal department for all boards and commissions. We have come up with a Smart Code and warrant form. In Economic Development, we are in the information game. The better forms and application materials that we have, the better information we will get back from our developers (which helps us build up our database of information).

The updated forms will also facilitate those developments through what can sometimes be an arduous process with our boards and commissions. So the more information that we have to give them or that they have ahead of time, the faster those decisions can be made. We will be talking about some of those processes and improvements at the Developer Breakfast and other changes we've made in recent years. That portion of the meeting will allow for honest feedback as the door will be closed and City staff and Economic Development Commission members will leave the room. The developers will be left to throw all the mud that they want. The consultant can then take that and turn it into an anonymous report so we can hear what we need to improve on.

**iii. Meeting Update –** Mr. Ross noted Marie Lisco, Sheila Pounder, Wade Morgan and myself went to a local Urban Land Institute meeting with Peter Park (the former Planning Director of Milwaukee and Denver and is now a Planning Consultant). He talked about the value added by progressive and proactive planning rather than reactive planning and really validated a lot of the work we have done in the last fifteen years in Germantown in terms of making sure we stay ahead of the curve, seeing what is coming our way, and planning for those trends.

Mr. Ross went to Seattle in April for the American Planning Association National Conference and ran into Peter Park. We had a nice conversation one on one. I talked a little more about what we have done out here. Most of the sessions that I went to validated the work that Germantown has been doing for a long time. They looked into performance metrics APA has now come out with livable index that can be measured against. There are place-making metrics coming out of the academy world and entering into the application world that we live in.

Ms. Lisco and Mr. Morgan went to the Congress for the Urbanism (CNU) event which was in Dallas this year. It looked at traditional neighborhood development and reconfiguring subdivisions. They looked at implementation of Smart Growth in various ways, forms and functions. All those sessions are going to be put on a Youtube channel, and we will send the link to the EDC members.

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

- i. Central Business District – We have nothing to reveal just yet. The Whole Foods team brought their signage package to the Design Review Commission last week. They were given some suggestion to make some changes, and we will be meeting with them in a work session next Thursday night on May 14. They are looking for an opening sometime in August. Kroger is also opening sometime in August.
  - ii. West Poplar Avenue District – Plans are still in design with back and forth for the Kirby Farms area. We are still working with the owner on opportunities for the Macaroni Grill site. In terms of the Capital Improvement Program budget, the City is investing in a transportation model similar to what we did in the Central Business District, since it is Smart Coded and there are (by right) developments of up to 8 stories. Starting July 1, we will be putting out a RFQ and RFP for a transportation impact model for that area. Also, we will be doing a sewer basin piping study in the FY16 CIP programs. Both sanitary and stormwater infrastructure are part of that.
  - iii. East Poplar Avenue/Forest Hill-Irene – Sprouts is opening on July 8.
  - iv. Wolf River – There are a couple of new office buildings that have opened. At Kimbrough Road and Wolf River they are cutting hand stone for the eye surgeon office. It will be a very attractive building. The West Cancer Clinic has their new garage up. It took 8 days with two cranes. There is a new office space opening up just to east of Sutherland Clinic. Also, within the CIP, is a study to look at the extension of Wolf Trail Cove where the Waffle House is to relieve some of the pressure on Wolf River Boulevard.
  - v. Forest Hill Heights – We are still trying to agree on a fee with our top ranked consultant for that small area plan. We are very excited about the work that can go down there, because of the access, even to the Memphis Regional Megasite in terms of looking at possible executive suites and corporate headquarters.
- d) **Germantown Area Chamber of Commerce:** Janie Day gave a report from the Germantown Area Chamber of Commerce:

**New Members:**

New members generated \$2,000 new dollars.

**Renewals**

Renewing new members generated \$22,175.

**Dropped**

7 businesses dropped 6 of the 7 went out of business.

**Events**

**Captain Phillips**

The Event at GPAC was on April 14. The opening act was Memphis Jones Trio. The trio played songs made in Memphis with the history about the artist, song and Sun Studios. Both the Trio and Captain Phillips got standing ovations. We had a reception for Captain Phillips and a book signing.

**Golf Classic**

June 22 is the golf tournament to benefit the Chamber. Check in begins at 10:30 a.m. Lunch is at 11:00 a.m. and shot gun start is at 12:30 p.m. We try to have 100 golfers each year with every golfer getting a prize.

**Taste of the Town**

This event is on Saturday, September 19, 2015 at the Hilton. There will be 30 food and beverage vendors with a silent auction, live auction, Taster's Choice Awards, and entertainment.

**BOD meeting**

We had our Board of Director meeting this morning. Cameron Ross did the presentation of the "NEW LOOK" in Germantown and all the possibilities thereof! The Board of Director loved it and got a clear picture of what is really going in the 5 districts. Thank you, Cameron Ross!

- e) **Germantown IDB:** Mr. Ross stated he wanted to report that Marie Lisco sat down with Reid Dulberger with EDGE to review the compliance reports and they were in compliance by Shelby County on the two PILOTS in Germantown: ThyssenKrupp and West Fraser. There has not been an IDB meeting since the last report.

**4. New/Old Business:**

Chairman Klein noted there has been some conversation over the years about Goodwill Industries with a donation site coming to Germantown. In the past, no one wanted it to come to Germantown because it looked awful. That was then, and this is now. There have been a lot of changes. Years have gone by since this took place. They are going to be looking for space for a donation site. We don't know where yet, but I wanted to bring it to your attention. Anyone who is interested, here is a brochure that I will leave here if anyone would like to see it. It's not going to happen tomorrow by any chance, but something to think about and we'll be talking about it as time goes by. Janie Day said that Tony Martini approached her at the last Chamber meeting and asked if she was involved in any of the zoning, and she told him no. She said that she goes to the one on Hacks Cross, and it's very nice. It's just a drop-off place; not a store. Tony told her that wherever he might want to locate, the zoning would have to be changed. Mr. Kuehn said that Collierville has a retail store and a drop-off, that there's one on Hacks Cross, and the nearest one to us is in Cordova on Germantown Rd. Chairman Klein said that there will be a lot of conversation before anything gets done, but he wanted to mention it to the Commission.

Mr. Ross noted this week is National Small Business week; go buy something.

5. The next EDC meeting will be in the Blue Conference Room on Thursday, June 4, 2015 at 5:30.

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