

ECONOMIC DEVELOPMENT COMMISSION
Thursday, August 6, 2015
Blue Conference Room
1920 South Germantown Road

The regular meeting of the Economic Development Commission (EDC) was held Thursday, August 6, 2015, in the Blue Conference Room. Chairman Klein called the meeting to order at 5:30 p.m.

PRESENT: Rebecca DeRousse Sidney Kuehn, Janie Day, James King, Rick Towne, Steven Levy, David Clark, and Alderman John Barzizza

GUESTS: Melissa Halsell, Program Manager TVA Economic Development

ABSENT: Ron Sklar, Jerry Klein, Janet Geyer, Harold Steinberg, and Elizabeth Sillay

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

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

2. Minutes: Approval of Minutes for June 4, 2015

Chairman Klein stated the first order of business is the approval of the minutes for June 4, 2015. If there were no additions, corrections or deletions to the minutes, he would entertain a motion for approval.

Mr. Towne moved to approve the Economic Development Commission minutes of June 4, 2015, seconded by Mr. King. **The motion was passed.**

3. Reports/Monthly/Quarterly:

a) City – Germantown Economic Development:

i. Innovation – (Incubator) –

Ms. Lisco stated we are now in the fiscal year where the funding is coming from for the incubator effort. We have been meeting with Memphis Bioworks on a regular basis (including today), and we are working on a marketing plan to get the word out, rather than just one big ribbon cutting opening announcement. They found in their experience putting the information out in pieces will give it better exposure. We hope to generate some buzz with businesses that could be tenants for this space. We are also working with our grant writer to get some training money through the DRA. We had a meeting today with Reid Dulberger from EDGE to get a letter of support from him for the application.

ii. Meetings Update:

- Mr. Ross discussed the Germantown Development Open House to which the EDC had been invited. We had about 65 people attend, and we went through the new forms along with new processes of moving development through the City. We had a close door listening session with the consultant from Cincinnati, and we asked all City staff and elected officials to leave. We were really digging deeper into some issues that developers, builders, engineers, and design professionals have with some of our processes, so we could look closer at those and identify opportunities for improvement. Then we can figure out what are the issues that hold up the process. We have gotten that report back and asked the consultant to explain a couple of things. Then, we will provide it back to the EDC in September.
- Ms. Lisco discussed the DRA Regional Development Plan listening session. You may remember I sent out a survey to everyone asking for your thoughts and input, because I was going to attend this meeting where they were going to ask for regional guidance. They had a variety of different locations for these meetings. So I attended the closest meeting which was in Jackson, TN. This was a feedback session for the DRA. In attendance were representatives from the State Economic Development department and

the local office. What you heard the most were comments about more funding needed to support a lot of economic development efforts.

- Vice Chairman Levy attended the big International Council of Shopping Centers (ICSC) RECon meeting in Las Vegas. It attracts (in good years) lenders, vendors, developers, and retailers from all over the world. This year there were about 35,000 registered and another 3,000 - 5,000 came and registered. It was by far the busiest I have seen since the crash. In 2006 and 2007 things were out of control on the growth side. They were over-developing, and things were beginning to crash. Last year, you were starting to see real movement. This year, it was very healthy with lots of stuff going on. There were actually some new malls opening for the first time in 10 years. Finally, there is the internet where you have Walmart versus Amazon. Walmart, by the way, is building right now and experimenting. The most difficult thing in delivery is the last 100 feet to your house. Walmart is setting up pick up centers. For lack of a better example, think of a Walgreens 10 minutes from anywhere. You could go online, order something from Walmart, and it would be there for when you get home or pick it up on your way home.
- Ms. Lisco noted that she and Mr. Ross attended the ICSC meeting in TN/KY. This doesn't have quite the exposure and attendance by the types of retailers that attend the one in Las Vegas. In fact, we are not real sure if we are going to go to that meeting again.

b) Planning/Small Area Plan - Nodes/Districts:

- i. Central Business District – Whole Foods will be opening on August 18. Kroger will be opening on August 12. We have plans that have been submitted to the Planning Commission for the August 18 meeting, that shows an out parcel development that will utilize the SmartCode within the Central Business District.
- ii. East Poplar Avenue/Forest Hill-Irene – Sprouts opened on July 8. We have a construction meeting tomorrow for a new pediatrician office that is being developed on the last parcel across street from the Alzheimer's facility in the Professional Plaza.
- iii. West Poplar Avenue District –Within the West Poplar Avenue District, there will be a SmartCode plan at the Planning Commission that would result in 150,000 square feet of class A office space. It's the development on the old Kirby Farms property. Their proposal is for a multi-level garage, approximately 150,000 square feet of class A office, 70,000 square feet of retail space, and a 210 room hotel; all on this 10 acre site. We are working on the incubator in the Carrefour Mall. Carrefour is exploring options to utilize the SmartCode on the former Macaroni Grill site.
- iv. Wolf River – Wolf River is under construction. I'm happy to report the road is running about six weeks ahead of schedule. So we are hoping that they finish in mid to late September, instead of November.
- v. Forest Hill Heights – We are hoping for approval of the contract to move forward with the small area plan. Baptist Health Systems regrettably declined their offer to share in the funding of that. We worked with the Chamber and EDGE to reallocate some funding for the small area plan.

c) Germantown Area Chamber of Commerce: Janie Day gave a report from the Germantown Area Chamber of Commerce:

New Members:

New members for June and July generated \$4,475 new dollars

Renewals

Renewing members for June and July generated \$22,700

Dropped

5 dropped with dues loss of \$2,050

Events

Golf Classic was June 22. Total revenue was \$15,632 in 2015 which is in line with the most recent 3 years.

Taste of the Town

This event is on Saturday, September 19, 2015, at The Hilton. Attached is a list of the restaurants in the event this year. We thank our presenting Sponsors, Southland Greyhound Park and our Silent Auction sponsor, Spectrum Lighting. We are still looking for a Live Auction sponsor. Live Auction benefits the Make-A-Wish.

BOD meeting

We had our BOD meeting this morning. Marie Lisco is alerting the Aldermen and the EDC about our Ribbon Cuttings in hopes they will attend any of those in Germantown. We have seen an increase in attendance, so we thank the city for their involvement. The lower level of the chamber building will have a new tenant as of October 1, 2015. The current tenant has taken a job at a bank as a trust officer.

The Board is focusing on the two events coming up in the Fall. Other than Taste of the Town, Night Rider is back this year on October 10, 2015. The registration fee of \$15 benefits Germantown Parks and Recreation and the REACH program. This year the location is Farmington Park next to Farmington Elementary School. In addition to a miniature Safety City, free food and free smoothies from Smoothie King, moon bounces, and face painting, we will have an outdoor movie after the event for those who want to stay. There were 150 participate last year. We are really expecting 250 this year.

The Chamber is excited to be a part of the Steering Committee and the Wellness Council along with some focus groups.

d) Germantown IDB: There has not been an IDB meeting since the last report.

4. Guest:

Melissa Halsell, Program Manager with TVA Economic Development made a presentation about the retail market place. One thing we do offer communities is ESRI. It's a third party database that's well respected across the whole real estate industry. We can pull any kind of report that you are interested in. I made copies of the market profile on the City of Germantown. The communities need to understand how they are looking to the real estate market. This information you are just looking at now, came out this spring from ESRI, which is fairing new. It has 2015 and 2020 data. One thing I would certainly have to draw your attention to is the median household income. She goes into communities where the median household income is \$46,000 to 52,000; it is very rare that I have a community like this in the Valley. It can be found in the Franklin area and some of Nashville, TN. On the 2015 consumer spending numbers, 100 is the national average. I am seeing more headlines saying Millennials are driving retail. So because of that, I went to my boss a few months ago and told him we have to pay attention to this across the Valley. So we did some webinars, regional workshops on how important it is for communities to focus on their young talent.

Ms. Halsell provided a handout of information entitled "The Headlines Say" including the following articles and more:

- Millennials are driving retail
- You can now get Taco Bell delivered to your door in 90 cities
- Chick-fil-A tops latest social media rankings
- Amazon Prime grows to 44M members in US – Amazon rolls out the red carpet for startups with Amazon Launchpad
- Why Warby Parker is banking on brick and mortar
- You will see more mix use development with retail, hotel, apartments, and cinema.
- 4-H'ers take selfies to promote buying local
- Study: Shoppers using reviews, social, posts and video more than ever

5. New/Old Business:

Ms. Lisco noted Chico's is one of the businesses that the Mayor recognized for being in Germantown for 25 years. Our Chico's is one of the top 50 performing stores in the country. They are very proud

of that. Chili's was also a recipient, and Bob Westbrook Entertainment will be recognized August 20 at 8:30 in the morning. We try to make them feel welcome and appreciated for choosing Germantown for their business location.

Vice Chairman Levy announced that Huey's just received a huge award. Lauren Boggs McHugh Robinson, President, of Huey's, just received the Restaurateur of the Year award in TN. I would love it if the EDC and City of Germantown would send her a letter of recognition.

6. The next EDC meeting will be in the Blue Conference Room on Thursday, September 3, 2015 at 5:30.
7. **Adjournment:** There being no further business, the meeting was adjourned.