

ECONOMIC DEVELOPMENT COMMISSION
Thursday, September 3, 2015
Blue Conference Room
1920 South Germantown Road

The regular meeting of the Economic Development Commission (EDC) was held Thursday, September 3, 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, Jerry Klein, Janet Geyer, Harold Steinberg, Elizabeth Sillay, and Alderman John Barzizza

GUESTS: None

ABSENT: Ron Sklar and David Clark

STAFF PRESENT: Cameron Ross, Director of Economic and 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 August 6, 2015**

Chairman Klein stated the first order of business is the approval of the minutes for August 6, 2015. If there were no additions, corrections or deletions to the minutes, he would entertain a motion for approval.

Ms. DeRousse moved to approve the Economic Development Commission minutes of August 6, 2015, seconded by Mr. Kuehn. **The motion was passed.**

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

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

i. **Innovation – (Incubator)**

Chairman Klein stated we have had a meeting with the Marketing Director of Bioworks and we have a draft document of the marketing plan. While not quite finished, it will be done very shortly. It lacks some dates, which we are trying to firm up right now. Hopefully, next month if all goes well, we will be meeting over at that space.

Unfortunately, Ms. Leslie Lynn Smith, President of EPIcenter could not make it tonight. She will reschedule for another time shortly.

Ms. Lisco stated, with Memphis Bioworks' help we have submitted the grant application for training funding on Monday. They are a great partner for us to have, and we are excited to work with them. This training is designed to help businesses in different growth stages. They can come at any point in those stages and receive training to move on to the next stage. Bioworks brings to the table some great partners and relationships including corporate partners. We will know sometime in 2016 if we received the grant for the training from DRA.

ii. **Meetings Update:**

Ms. Lisco explained the City's effort to plan for its future with Germantown Forward 2030 which has been going on for several months now. There is a 30 member Steering Committee. At this point, it has been broken down into task forces. They met on Monday night and will zero in on those areas with a total of 5 meetings. The Economic Development task force is meeting next week.

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

i. Central Business District – Whole Foods opened on August 18. Kroger opened on August 12. At the Planning Commission on August 18, the Kroger Fuel Station was approved. It still has to go to the Design Review Commission to be finalized. Also, plans for some retail were

- approved in the SmartCode area to reconfigure the old Kroger store on Exeter Road and build a 20,000 square foot out parcel under the SmartCode guidelines. It was approved at the Planning Commission on August 18.
- ii. East Poplar Avenue/Forest Hill-Irene – We have a construction meeting tomorrow for a new pediatrician office that is being developed on the last parcel across the street from the alzheimer’s facility in Professional Plaza.
 - iii. West Poplar Avenue District – The TraVure development continues to move ahead. We were not able to completely hear that item at the Planning Commission meeting. We did meet with the developers and representatives yesterday, and they put together (for the hotel) a portion of the site plan that has zero modifications to the Code, so that means zero warrants. We are still working on the Bioworks lease (incubator) in Carrefour Mall.
 - iv. Wolf River – There is an application for the Planning Commission on October 6 for a new hotel next to the current Holiday Inn at Wolf Trail Cove. We are also reviewing a sign package which has been approved by the Planning Commission for Starbucks to be located at the new Pinnacle Bank. Construction is starting on a new Regions Bank on the east side of Germantown Road north of Wolf River Boulevard. Wolf River Boulevard got a facelift from Kimbrough Road to Germantown Road, and the work was finished yesterday.
 - v. Forest Hill Heights – We had our kick-off meeting with the consultant team yesterday. Marie Lisco is the point person for that. EDGE approved \$16,346 to be reallocated from the Chamber grant toward the Small Area Plan due to the loss of Baptist Health Systems financial participation.

Sidney Kuehn asked how many hotels are in the plans for Germantown now?

Mr. Ross answered in the planning stage there are three hotels. The shared Hilton Two-Flag in the Western Gateway on the old Kirby Farms site. There is another one on Wolf Trail Cove. We are about to sign a development agreement for the Hampton Inn and Suites that will be at Neshoba Road and Germantown Road. Our hotel taxes are very healthy in the City and we are not worried that there are too many hotels.

Alderman Barzizza noted we need more restaurants in Germantown, and I’m concerned about the police stings and how it can impact business.

Chairman Klein stated should we consider a panel for GBIS on retail and what the City wants to see.

Vice Chairman Levy asked about the transformer locations in front of the City sign, if the sign will be raised, or if there will be landscaping behind it. I am very disappointed with the corner of West Street and Poplar Avenue next to Starbucks with the leasing choices. That is the very center point of the Saddle Creek project and it is the highest visible corner. The rumors are an AT&T store and a mattress store will be going on that corner.

Mr. Ross responded that we look at site plans and site improvements, and we push them for the highest and best tenants. However, they have to find somebody who will pay the rent.

Mr. Kuehn asked what happened to the fountain and the horse?

Mr. Ross answered the transformer boxes will stay where they are. As to the horse, there are several scenarios. The fountain is safe in storage. The City purchased it from Saddle Creek for \$10.00.

Chairman Klein said that the plans for the fishing pond that’s being built on Wolf River Boulevard at Riverdale Road are complete. They are going through the final review. I was told they would be returned and ready for bid on Tuesday of next week.

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

Taste of our Town - September 19, 2015

Taste of our Town is Saturday, September 19 at the Hilton. It will have a live auction that benefits Make-A-Wish, and silent auction which benefits the Chamber. You all have the flyer in front of you. Look at all the high quality restaurants in the event. There will be over 30 food and beverage vendors from all over the area. Some are caterers who love to be in this event for exposure.

Night Rider

Night Rider is a partnership with Germantown Parks and Recreation which runs the REACH program (Recreation, Enrichment, Arts, Community, and Health) for GMSD. The ride is October 10 at Farmington Park. This event is a family bike ride beginning with face painting, moon bounces, Safety City, hot dogs cooked by the Mayor and Aldermen, Smoothie King, and an outdoor movie after the ride. The ride is 6 miles down the new Wolf River Boulevard and back. The bikes are decorated in glow in the dark gear and blinky things since the ride is at night.

Chamber Renewal Report

37 renewals totaling \$12,175 income.

September Luncheon

The next luncheon is September 17. Sponsor is IRIS Orchestra. Speaker is the new President of Pinnacle Financial Partners.

New Members

We are continuing to work on securing Whole Foods and Sprouts as new chamber members.

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

4. **Guest:** None

5. **New/Old Business:**

The Bob Westbrook 25 year recognition will be rescheduled. The Commercial Appeal's Memphis Most Businesses publication contains Germantown Businesses voted by readers. Administration has developed New Resident brochures which were printed in the past few weeks. This is a tool that Economic Development intends to provide to companies for workforce recruitment.

6. The next EDC meeting will be in the Blue Conference Room on Thursday, October 1, 2015 at 5:30.

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