

ECONOMIC DEVELOPMENT COMMISSION

Thursday, March 3, 2016

Blue Conference Room

1920 South Germantown Road

The regular meeting of the Economic Development Commission (EDC) was held Thursday, March 3, 2016, in the Blue Conference Room. Chairman Klein called the meeting to order at 5:30 p.m.

PRESENT: Sidney Kuehn, James King, Rick Towne, Jerry Klein, Steven Levy, Jim Lefler, Trey Sowell, Brian Pecon, Bo Adams, Janie Day, Steven Levy, Susan Burrow, and Alderman John Barzizza

GUESTS: None

ABSENT: Janet Geyer

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

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

2. **Minutes: Approval of Minutes for February 4, 2016:**

Chairman Klein stated the first order of business is the approval of the minutes for February 4, 2016. 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 4, 2016, seconded by Mr. Adams. **The motion was passed.**

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

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

Mr. Ross stated the Incubator is alive and well. We currently have 5 tenants. The space is being used for different focus groups and being run by the Epicenter and Bioworks staff. They are also, running workshops for those different programs as well as our tenants within the Epicenter co-working space. It's a marketing workshop called "Last Thursday" with Ben Fant from the Farm House Marketing.

Jerry Klein noted there were about 15 people who attended including our 5 tenants. There were a lot of good questions and everybody was really excited.

i. **Meetings Update:**

Mr. Ross stated he the BMA meeting on February 22 went smoothing as possible. I would like to thank Alderman Barzizza for his time and input as far as that went. So I haven't gone to any outside meetings. I did attend the Urban Land Institute (ULI) workshop yesterday on Public Private Partnership that was put on at the Memphis Community Foundation Association offices in midtown, Trey Sowell, Sheila Pounder, Mayor Palazzolo, and myself attended. I also, attended the Joint Economic Development Commission Board meeting this morning, that's with all of municipality in Shelby County, Chair by Mayor Luttrell and reported on all the good things we have going in Germantown. I will be going to New Orleans next Wednesday through Friday for A City Building Exchange Workshop. It was a small workshop with 80 participants and we will be talking about how to invigorate suburban downtown development and other pieces and parts of exactly what we are trying to do here in Germantown with our Economic Development nodes. Overall reposition Germantown within the region. On April 2 through April 5 Sheila Pounder and I will be attending the American Planning National Conference in Phoenix, AZ. Where we will work with other planning and design professional and go to workshops. We will look around Phoenix and the suburban's to see what work is being done there. We hope to come back with a lot of stuff to report to you next month.

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

- i. Central Business District – There was a builder permit filed yesterday for Trader Joe’s at Shelby County. That’s good news it is moving forward. We have been working with them on the sign package.
- ii. East Poplar Avenue/Forest Hill-Irene – No major changes.
- iii. West Poplar Avenue District – TraVure development went in front of the BMA on February 22 and was approved for their outline plan. The outline plan basically sets the site plan out and shows where the buildings and roads will go. They first came with 12 warrants to the Planning Commission and now they have zero warrants. It consist of a two flag hotel and 150,000 square feet class A office space and 450 car garage with five floors and then a final phase of mix-use two story office retail.
- iv. Wolf River – No major changes.
- v. Forest Hill Heights – The Planning Commission approved the new Forest Hill Height Small Area Plan on March 1. We will move it forward to the BMA on April 9. The Mayor asked if I would talk to the Economic Development Commission about how the plan turned out. We ask them to do a land use plan on the development parcels looking at the architectural character, as part of the imagery consider amenities to the existing PD plan unit development. Then make that into understandable graphic and text description. There is a sufficient realtor estate market analysis that is an appendix. We also, ask them to least bring forward for discuss any sort of incentives for further investment in the area. We had the team look at the infrastructure compatibly and the 10 years traffic impact. Going through it, we have looked at the existing conditions out there with the zoning as it relates to the City of Germantown, as well as Memphis, and Collierville. We also, looked at the lay of the land on how things slope down to the Nonconnah and looked at the property ownership. We talked about the water system, sewer system, and the drainage basin on how the water flows.

The sanitary sewer infrastructure is available in the area, serving existing commercial users and residences to the north of the study area. The existing sewer system mainly serves commercial development near Crestwyn Hills Drive. It also serves nearly 150 homes north of Winchester Road as well as the shopping center at Winchester and Houston Levee. Much of the existing sewer system consists of 8” sewer lines, which flows to a 36” sewer interceptor that runs to and alongside Nonconnah Creek and crosses Forest Hill Irene Road. Since much of the area has not been developed to final conditions, high peak flows are not expected in the pipes serving the study area.

We had a design survey where we asked people opinions and reaction about different principles. They wanted green space, public space, recreation, and neighborhood green space and also, things that set Germantown apart from some of its neighboring areas. We want it to be set up as a multi-use neighborhood.

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

New Members:

New members for January and February 2016 generated \$1,825

Renewals

Renewing members January and February 2016 generated \$13,825

Dropped

Dropped members loss of \$3,775

New Faces at the Chamber

Jane Robbins is our new Sales and Marketing Director. Jane has been an independent professional helping to market companies such as Doc’s Wine and Spirits, Marcos Pizza, and more. She will sell memberships, market the chamber and its members through Social Media and other avenues. She lives in Germantown.

Michelle McDonnell will join us on Tuesday March 8, 2016. She will be our Community Relations Director and will help with the events, newsletters, and acquiring more retail to Germantown. She will also be working on the Germantown magazine for 2017. Michelle lives in Germantown.

Kari Wanzer is our new Administrative Assistant. Kari lives in Germantown and has children in the GMSD.

EDGE Grant for 2016

The City and the Chamber have submitted our 2016 grant to the EDGE BOD as of February 26, 2016. We have 2 requests. One is for \$32,000 for Retail Recruitment Revitalization Strategy and Marketing. The other is \$9,800 for the Business and Industry Summit and Report. The chamber will be the lead partner assuming responsibility for the retail initiatives in close collaboration with the EDC since you all provide a wealth of experience and knowledge.

Health and Wellness EXPO

The EXPO was designed to help the City of Germantown to renew our Healthier Tennessee City designation. The event is at The Great Hall and Conference Center on Thursday, April 28th from 9:00 a.m. to 1:00 p.m. We have sold 42 of the 44 booths. We will also have a medical panel consisting of doctors and nurse practitioners speaking on their area of expertise.

- d) **Germantown IDB:** We are going to try and plan a meeting in the next three weeks with our IDB. So we can go over some of the research that we have done on some other incentive programs that are out there.

4. **New/Old Business:** Chairman Klein stated on the May meeting we want have an agenda. We are going to seat around and plan where you want to see the EDC grow. In July, there will be a Developer Breakfast/Developer meeting/Business and Industry Summit. It will be one of three. It will be in the Great Hall.

Sidney Kuehn stated we spend four hours wrapping 600 Dogwood trees, that were 6 feet tall and putting them in bags for Arbor Day. It starts in the morning at 9:00, and by 10:00 they will all be gone. We will be sitting in front of Huey's at Farmington and Germantown Road passing out free trees to the residents.

Bo Adams stated on Saturday, April 23rd the Bobby Lanier Farm Park is having its second annual talent show fund raiser.

5. The next EDC meeting will be on Thursday, April 14, 2016 at 5:30 p.m.
6. **Adjournment:** There being no further business, the meeting was adjourned.