

ECONOMIC DEVELOPMENT COMMISSION

Thursday, April 14, 2016

Blue Conference Room

1920 South Germantown Road

The regular meeting of the Economic Development Commission (EDC) was held Thursday, April 14, 2016, in the Blue Conference Room. Chairman Klein called the meeting to order at 5:30 p.m.

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

GUESTS: None

ABSENT: James King

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 March 3, 2016:**

Chairman Klein stated the first order of business is the approval of the minutes for March 3, 2016. If there were no additions, corrections or deletions to the minutes, he would entertain a motion for approval.

Mr. Lefler moved to approve the Economic Development Commission minutes of March 3, 2016, seconded by Mr. Towne. **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 4 to 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 Farm House Marketing.

We are working with Carrefour to try to activate some of the spaces outside of the area. It would be something as simple as putting cafe tables outside.

i. **Meetings Update:**

Mr. Ross stated that he attended the City Building Exchange Workshop in New Orleans. It was a small workshop with 80 participants, discussing how to invigorate suburban downtown development with similar examples of what we are trying to do here in Germantown with our Economic Development nodes. On April 2 through April 5, Sheila Pounder and I attended the American Planning National Conference in Phoenix, AZ. We worked with other planning and design professionals at workshops about measuring Economic Development Impacts and other ways to activate spaces/places. We also looked around Phoenix and the suburban areas to see what work is being done there. There was a Commercial Property Forecast Summit at GPAC. I also made a presentation at Leadership Germantown. I closed last week in Nashville at the TVA Economic Development Forum with networking. I saw how TVA Google data centers could create alignment within our workforce. The Region Smart is an Urban Land Institute sponsor event in two weeks at Halloran Centre for Performing Arts & Education center downtown, and it will be an all day affair. They are bringing in national experts on demographics, education & workforce development, and alignment. They are bringing in Glen Fenter who is the new Shelby County mid-south head of workforce development training, which is part of implementing a plan that the Brookings Institute put together for the area. This came out of the Mid-South Mayors' Council, which our mayor is a part of and it's over 60 mayors from the three states for the ULI coverage area. I have invited people from the TVA meeting and elsewhere to come. I wanted the

EDC to know about it too. There is a small fee attached to it. It's an all day meeting with breakfast and lunch and with a reception at the end of it.

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

- i. Central Business District – We are giving Trader Joe's their first set of drawings back tomorrow. They have pushed it back to late November or December to open.
- ii. East Poplar Avenue/Forest Hill-Irene – Belmont Grill got a great review in the Commercial Appeal. The Fresh Market is enclosing their front porch. They are doing it to make it more prominent so people aren't walking through cars. They changed the parking lot so there is a direct entrance in. They lost a couple of parking spaces directly in front of the door. They are working with the owner of the shopping center to get the whole thing repaved.
- iii. West Poplar Avenue District – TraVure dropped off their outline plan. Basically, it sets the site plan out and shows where the buildings and roads will go. It consisted 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 mixed-use two story office retail.
- iv. Wolf River – The new Regions Bank opened last week. On April 24 will be the ribbon cutting for the new section of the Wolf River Greenway and the Germantown Municipal School Districts 5K Stampede run on Wolf River. The Tour of Remodeled Homes and Landscapes is on the same day from 2:00-5:00.
- v. Forest Hill Heights – The BMA approved the new Forest Hill Height Small Area Plan on April 11.

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

Health and Wellness EXPO

The Germantown Area Chamber of Commerce is hosting a Health and Wellness EXPO at The Great Hall and Conference Center. The EXPO is free to the public on April 28, 2016 from 9:00 a.m. to 1:00 p.m. The 44 exhibitors will have a networking breakfast from 7:30 to 8:45 a.m. We have arranged for 10 panelists to speak for 5 minutes each about their area of expertise and stay around for questions and answers. Several of the exhibitors will have testing available to the public such as the Mobile Mammogram from Methodist Hospital; Stern Cardiovascular will have blood clot testing, etc. The event will be very interactive along with healthy meal suggestions from Sprouts. All the booths have been sold so we are anticipating a great crowd as are the exhibitors.

2016 Chamber Golf Classic

This year the golf classic will be Monday, June 13, 2016 at Windyke Country Club. We have not been to Windyke in a while and need to support all of the Country Clubs who are chamber members. We are now looking for sponsors, golfers, and prizes.

Taste of the Town

Our annual Foodie Event is coming back to Germantown at The Great Hall and Conference Center on Saturday August 27, 2016. We have 30+ food and wine vendors, a silent auction benefitting the Chamber, Live Auction benefitting Memphis Oral School for the Deaf right here in Germantown. Emcee will be Mike McDonnell from WRVR, and we have a surprise honorary Chairman who we will reveal in May, so stay tuned!

Shred IT

We are having a Shred It day on Friday, May 20, 2016. Germantown Hardware will be the sponsor of the event so the Shred IT truck will be in the parking lot of Germantown Hardware. John Wagner will be cooking the hot dogs that day for any chamber member. The event is open to all chamber members as an added value to our members. This is our first Shred IT day, but if it is successful, we will do it again next year.

Business and Industry Summit

The Chamber and the City are again hosting the Summit. The date has not been set yet as we are waiting for Marie Lisco to return to the working world. The main speaker is Dr. Steve Bares.

New Faces at the Chamber

We have an entirely new team at the Chamber if you have not heard. Sales/Marketing Director is Jane Robbins, Community Relations Director is Michelle McDonnell, and the Administrative Assistant is Kari Wanzer. The entire staff lives in Germantown and has been big supporters of the Chamber and the City for awhile. Michelle came to us from Germantown Parks and Recreation, Kari is on the Safety Commission and Jane has lived and worked in the Germantown area for many years.

- d) **Germantown IDB:** We are still working through the review of policies and programs. We are also doing some research on the incentive programs that are out there.

4. **New/Old Business:** Mr. Ross stated Rockin Dough Pizza opened yesterday. Saddle Creek has reached out to me since the Apple Store has left Saddle Creek north and moved to Saddle Creek south. I have seen a reduction in traffic for the weekends. So with Grimaldi's Brick Coal Fire Pizza not opening up until mid June in Saddle Creek north, they asked what we thought about them bringing in one to three food trucks on a weekend just for Saturday maybe Sunday. The ordinance does not allow for food trucks, except for the City sponsored events. So they thought they might donate a portion of the food truck sales to a charity of Germantown's choice (movers, reach or the animal shelter program) for May and half of June. GPAC is planning a food truck festival. They are coming out to Germantown (Say Cheese is run by two Germantown residents). Rockin Dough Pizza started out as a food truck and moved to a brick and mortar space, and they now have three stores.

Chairman Klein stated that on the May meeting, we will have an open agenda. The EDC agrees it would be a great idea. We are going to sit around and plan where we want the EDC to go in the future. In July, there will be a Developer Breakfast meeting and a Business and Industry Summit. It will be held at the Great Hall.

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

Farm Park Art & Talent Contest

Saturday, April 23, 3 to 7 p.m.

Location: Farm Park, 2660 Cross Country Drive

Fee: Free

Enjoy the afternoon listening to talented local musicians. Cast votes for your favorite. Proceeds will benefit the Farm Park. There will be food trucks and arts and craft activities for the whole family.

For more information, contact Joni Roberts at 757-7378 or jroberts@Germantown-TN.gov.

5. The next EDC meeting will be on Thursday, May 12, 2016 at 5:30 p.m.
6. **Adjournment:** There being no further business, the meeting was adjourned.