

ECONOMIC DEVELOPMENT COMMISSION

Thursday, June 2, 2016

Blue Conference Room

1930 South Germantown Road

The regular meeting of the Economic Development Commission (EDC) was held Thursday, June 2, 2016, in the Blue Conference Room. Chairman Klein called the meeting to order at 5:30 p.m.

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

GUESTS: Leslie Lynn Smith, President of EPIcenter Germantown
Kristi Ransom, Marketing Communication Coordinator City of Germantown
Joe Keohane, Resident

ABSENT: Trey Sowell, Jim Lefler, and James King

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

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

2. **Guest:**

Leslie Lynn Smith, President EPIcenter Germantown made a presentation. Our goal in Germantown is to connect the community of Germantown to the body of work that exists in Memphis and carry that work to Germantown in such that we create a node on this network with activities. We launched earlier this year, and we are in the process of planning a ½ birthday party at EPIcenter Germantown. It's to celebrate the first six months with the community and culture, and also to recruit more people to the space. There are a few things that we need to do to the space. The space is 900 square feet, and it has a restroom and a conference room. We have 3 fulltime users right now. We have had as many as 8 users. The age of these users are 35 to 45 (mostly white men). We are seeing a high number of day pass users, which is an interesting sort of trend of our strategy. We recently built an EPIcenter social media platform for the space, so we can start engaging the community from this brand identity. We have a medical device startup which we are very excited about with Trocar Sweep, who is deeply engaged with this entire system. On June 28, the Expert Speaker Series starts, and on July 8 the Co-Starters curriculum is starting at the space here in Germantown. It's a licensed program, founded and created in Chattanooga, TN, and been adopted by the State of TN as sort of the gold standard of entrepreneur education. It is a nine week program. We are also working with Michael Synk on some growth strategy programming which will bring in later stage companies.

Marie Lisco noted the Co-Starters curriculum is funded by the DRA Grant that we received.

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

a) **City:**

Guest: Kristi Ransom, Marketing Communication Coordinator for the City of Germantown, I have been participating in a City program called Play Like A Champion for the last nine months and it is something that's allowing me to learn about all the different departments.

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

- i. Central Business District – In the Smart Growth district we have some new businesses in Saddle Creek (American Threads, Sephora, Sur La Table). Grimaldi's is scheduled to open on June 20th. Saddle Creek north has been trying out a couple of food trucks over the weekends just for Saturday and maybe Sunday. The ordinance does not allow for food trucks, except for City sponsored events. So, they are donating a portion of the food truck sales to a Germantown charity (REACH or the animal shelter program) for May and June. Sleep Number and Paper Source have opened now.

- ii. East Poplar Avenue (Forest Hill-Irene) –The Beautiful Soul Boutique moved across from the Belmont Grill.
 - iii. West Poplar Avenue District – We are still reviewing plans for TraVure. Basically, it sets the site plan out and shows where the buildings and roads will go. It consists of a two flag hotel and 150,000 square feet of class A office space and a 450 car garage with five floors. The final phase is mixed-use two story office retail. We are still working with Carrefour and EPICenter.
 - iv. Wolf River – Food trucks have been at Sutherland Clinic. They have short lunch breaks.
 - v. Forest Hill Heights – The Forest Hill Heights zoning overlay will be heard at the Planning Commission on June 7. We decided to go the simple route and apply for T5 (five stories) by right (six stories by warrant) on the larger section south of Winchester, and T3 and T4 on the smaller sections north of Winchester so it could be more in line with the existing development. We are hoping that will proceed at the Planning Commission and Board of Mayor and Aldermen for the first reading on June 27.
- 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 hosted a Health and Wellness EXPO at The Great Hall and Conference Center. The EXPO was free to the public on April 28, 2016 from 9:00 a.m. to 1:00 p.m. The 44 exhibitors had a networking breakfast from 7:30 to 8:45 a.m. We 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 had testing available to the public such as the Walgreens giving free shots; Stern Cardiovascular had a blood clot test etc. The event was very interactive along with healthy meal suggestions from Sprouts. All the booths were sold out.

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 awhile 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. MC will be Mike McDonnell from WRVR. Our auctioneer is Terri Walker with Walker Auctions. Food vendors include The Capital Grill, Seasons 52, Babalu, Lafayette's Music Room, the Half Shell, Amerigos, Owen Brennans, Bar Louie, Huey's, and more to come.

Shred IT

We are having a Shred It day Friday, June 24th. Germantown Hardware will be the sponsor of the event so the Shred IT truck will be in the parking lot of Germantown Hardware and 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.

New Members/Renewals

June was our biggest month for new members and for sales calls. New members totaled 20 bringing in \$5,375. Renewals totaled 47 bringing in \$16,700 in revenue and we had only 5 drops most of which had a change in sales people or went out of business.

Janie had 25 sales calls and Jane had 40 sales calls so having two sales people for the last 90 days has shown the needed increase in joined and renewal members. The BOD was presented this information this morning and they were extremely pleased.

- d) **Germantown IDB:** Ms. Lisco reported that 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. The IDB will meet on June 20.

New/Old Business:

Steven Levy updated us on RECon, which is the annual convention in Las Vegas held by the International Council of Shopping Centers (ICSC). It had between 36,000 to 40,000 attend.

RECon offers a good pulse on the economy (indication of confidence about the economy).

Mr. Levy also noted that he believes the City's best opportunity for meaningful impact would be to adjust the traffic lights on Poplar Avenue at 6:00 p.m.

Ms. Lisco stated that you may have seen in the news lately, some good reports from the State of TN. The State unemployment rate is the lowest it has been in 10 years, which is below the national average. Also, the State of TN bond rating upgraded to Triple A by Moody's, Standard and Poor (S & P), and Fitch.

Chairman Klein talked about a restaurant that he ate at in New Orleans, and how he asked them to come to Germantown for a visit and maybe consider opening one in Germantown TN. He encouraged all EDC members to be proactive that way when there is a business outside Germantown that they enjoy.

GPAC Food Truck and Music Festival at 3:00 to 7:00 p.m. on June 4. Over a dozen food trucks will be on hand with performances by Jason D. Williams, Mighty Souls Brass Band, School of Rock Germantown and more! They take the stage at 7:00 p.m. Blankets and chairs welcome, no coolers.

5. The next EDC meeting will be on Thursday, July 7, 2016 at 5:30 p.m.
6. **Adjournment:** There being no further business, the meeting was adjourned.