

ECONOMIC DEVELOPMENT COMMISSION

Thursday, July 7, 2016

Blue Conference Room

1930 South Germantown Road

The regular meeting of the Economic Development Commission (EDC) was held Thursday, July 7, 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, Sidney Kuehn, Trey Sowell, Jim Lefler, James King, and Alderman John Barzizza

GUESTS: Heather Danielson, Marketing Director/Assistant GM with Saddle Creek

ABSENT: Janet Geyer

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

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

2. **Minutes: Approval of Minutes for June 2, 2016:**

Chairman Klein stated the first order of business is the approval of the minutes for June 2, 2016. If there were no additions, corrections or deletions to the minutes, he would entertain a motion for approval.

Mr. Levy moved to approve the Economic Development Commission minutes of June 2, 2016, seconded by Ms. Burrow. **The motion was passed.**

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

a) Cameron Ross noted our monthly report really revolves around a sufficient task that we had to do over the course of the last 30 days which involved recertification for our platinum designation as a Sustainable Community within TVA. We have had it for the last 3 years. It started with a City team of 20 or so people and was then put into a 350 question survey. Marie Lisco had to upload all the documents and submit it to TVA Economic Development on June 30. They notified us this morning that they will follow up with us in early August. Memphis received a Bronze certification just recently.

Ms. Lisco stated that she will be attending the (SEDC) Southern Economic Development Council annual meeting July 30 and an economic development training session by DRA in Alamo, TN mid month. The DRA session will have presenters who are members of (IEDC) International Economic Development Council. There was a networking breakfast at EPIcenter Germantown this morning. It was an opportunity to provide exposure and create interest in the space. There were 18 people who RSVP'd. We have 4 tenants now. They've shown the space to 17 people since April. The Cowork Memphis staff is looking at tracking some additional information for us, some of which is required by the SEDAP grant.

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

- i. Central Business District – Work is progressing on Thornwood. They received a development contract from the BMA to move forward with phase 4 which is 258 multi-family units. We expect them to break ground soon.
- ii. East Poplar Avenue (at Forest Hill-Irene) – We have one more pizza place to add to our list: East of Chicago Pizza.
- iii. West Poplar Avenue District – We are finishing up our second review on TraVure, and hopefully, they will break ground on their first phase which includes the infrastructure, road network, and landscape buffer adjacent to Nottoway.

- iv. Wolf River – The hospitals’ and clinics’ parking lots are staying full. There are no new projects. McNeil has decided to move their office from one side of the Wolf River corridor to the new Kimbrough Office Park building. They are expanding their operation by moving into that space.
 - v. Forest Hill Heights – We had the first reading at the BMA for the Forest Hill Heights Smart Code zoning overlay. We decided to go the simple route and apply 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.
- c) **Germantown Area Chamber of Commerce:** Janie Day gave a report from the Germantown Area Chamber of Commerce:

Golf Classic

Our Golf Classic this year was held at Windyke Country Club. This year the rains came with a vengeance, so most golfers only got in 9 holes instead of the entire 18. However, we did have winners of the First Flight and the 2nd Flight. The First Place winners in the First Flight won watches from Mednikow Jewelers! At this Golf Classic, each of the players gets a prize worth at least \$25. We have networking opportunities for businesses to connect with each other, which does make our event unique.

Taste of the Town

Taste of the Town is moving to The Great Hall this year! Our event this year will feature our live auction which benefits Memphis Oral School for the Deaf. We will have entertainment from a U of M jazz band. The date is August 27th. The presenting Sponsor is Southland Park Gaming and Racing, Silent Auction sponsor is Spectrum Lighting and Live Auction sponsor is 1st TN Bank. Our live auction includes a Simulator ride for 4 from Fed Ex, Golf around town, a YETI Cooler filled with money inside, dinner for 8 prepared in your home by a local chef coupled with wine provided by Docs and many more items. This is a foodie event you do not want to miss. Some of the restaurants are: The Capital Grill, Season’s 52, Babalu, Interim, Lafayette’s Music Room, Owen Brennans, Firebirds, Stix, Bar Louie, and 20 more...26 restaurants in all. You cannot even eat all the food! Tickets at \$75 and can be purchased on our website for the event on Saturday, August 27, 2016. The event begins at 6:30 p.m.

Membership

Over the months of June and July, we have 30 new members which generated over \$15,000.

- d) **Germantown IDB:** Ms. Lisco reported that the IDB met on June 20. ThyssenKrupp Elevator Manufacturing Inc. in Forest Hill Heights was approved for a retention PILOT. This is our first retention PILOT for the City. We were prepared as we already had a retention policy which enabled us to be busy friendly. The application then went on to the BMA on June 27, and the retention PILOT was approved. It is a 7 year retention PILOT. ThyssenKrupp Elevator Manufacturing Inc. is retaining 286 employees, and they are adding 12. They have just over \$19 million in capital investment. We are also doing some research on the incentive programs and TIF policies used by other communities.

4. Guest:

Heather Danielson, Marketing Director/Assistant GM with Saddle Creek made a presentation.

- Saddle Creek opened in 1987, and is considered the first modern lifestyle center in the country. We will be celebrating our 30th year anniversary. The term was devised to describe a retail real estate environment in which people could not only shop, but also linger, dine and socialize.

- The center is in the last phase of a major redevelopment and expansion. The final phase will visually tie Saddle Creek North to Saddle Creek South and include remodeled building facades; new signage, landscaping and lighting, and upgrades to the plaza areas.
- Nearly 70% of Saddle Creek’s retailers are unique to the Memphis market including Anthropologie, Apple, Brooks Brothers, Free People, J. Crew, Madewell, and Vera Bradley.

Phase I Redevelopment

- The Phase I redevelopment centered on the property renovation and expansion on the southwest side of Poplar Avenue and West Street.
- In this area, a two-story office was demolished, and new retail and restaurant space was added.
- Remodeled building facades at Saddle Creek South and West; upgrades to plazas, public art, lighting, signage, way finding and landscaping.
- The Apple Store opened its newly expanded and fully redesigned location on March 26th to over 3,000 customers.
- This is only the third Apple retail location (in the world!) to adopt their new look. It includes a 37-foot flat screen television.

Saddle Creek

2016 Store Openings:

Stoney River: January 2016
 Relocated Apple Store: March 2016
 Lily Rain: May 2016
 Sleep Number: May 2016
 Paper Source: June 2016
 Grimaldi’s Pizzeria: June 2016
 AT&T: August 2016
 Vom Fass: September 2016
 A total of 12 new stores (or more) open in 2016!

Recently Announced:

American Threads - 2016
 Sephora - 2016
 Sur La Table - 2017

5. New/Old Business:

Ms. Lisco reminded everyone of the sidewalk sale starting July 22-23. EPICenter Germantown has another event coming up on July 17. They are working with the Made by Project to attract people who are “makers” of arts, crafts, etc. They had a maker fair downtown just recently that Jerry Klein actually attended. The talent is of a wide range.

Mr. Klein stated last month you may recall that I made a couple of contacts with a restaurant in New Orleans and with the Container Store in Dallas. I would encourage you all to follow up with businesses you would like to see in Germantown. Mr. Levy added that this approach would work better with boutique or locally owned businesses who may not be familiar with Germantown rather than large, national stores that have access to market reports and already understands the market in our area.

Alderman Barzizza asked if there is a list of spaces that a prospective restaurant might locate. Mr. Ross stated that he would develop a list.

- 6. The next EDC meeting will be on Thursday, August 4, 2016 at 5:30 p.m.
- 7. **Adjournment:** There being no further business, the meeting was adjourned.