

**ECONOMIC DEVELOPMENT COMMISSION**  
**Thursday, September 1, 2016**  
**Blue Conference Room**  
**1930 South Germantown Road**

The regular meeting of the Economic Development Commission (EDC) was held Thursday, September 1, 2016, in the Blue Conference Room. Chairman Klein called the meeting to order at 5:30 p.m.

**PRESENT:** Jerry Klein, Brian Pecon, Bo Adams, Janie Day, Trey Sowell, Jim Lefler, Janet Geyer, James King, Steven Levy, and Alderman John Barzizza

**GUESTS:** Ordis Copeland, TN ECD

**ABSENT:** Rick Towne, Susan Burrow, and Sidney Kuehn

**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 August 4, 2016:**

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

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

a) Ordis Copeland with TN ECD made a presentation on companies, investors, shareholders and executives choose Tennessee for our sound fiscal management and significant new investments in our economic ecosystem. Tennessee's budgetary discipline has allowed us to make meaningful investments in public education, workforce development and our international business reach.

Reasons to select Tennessee's business-friendly environment:

- No personal income tax on wages and salaries.
- A right-to-work state.
- A long history of fiscal responsibility that crosses party lines.
- Lowest state debt per capita in the country—The Tax Foundation.
- Second lowest in the U.S. for state and local tax taxes paid per capita—The Tax Foundation.
- Triple A-rated state, with our most recent bond sale at the lowest interest rates in recorded history.
- Successful overhaul of our tort and workers compensation laws.

Tennessee is leading the nation in education reform.

- Tennessee is the fastest improving state in the nation in the 2013 National Assessment of Educational Progress (NAEP). (Nation's Report Card Banner)
- The percentage of Tennesseans (age 25-64 years) with a high school diploma or equivalent has increased from 85.2 percent to 88.3 percent from 2007 to 2014. This increase of 3.1 percentage points ranks #1 in the nation. (U.S. Census)
- In addition, the number of Tennesseans (age 25-64 years) with a bachelor's degree or higher increased by 2.4 percent, from 23.5 percent to 25.9 percent, over this same time period. This percentage growth ranks #1 in the Southeast and #2 nationally for the largest increase over this time period. (U.S. Census)
- Currently, approximately 70,000 full-time students are enrolled at Tennessee's community colleges and colleges of applied technology. (Tennessee Higher Education Commission)

- Through Tennessee Promise, beginning in 2015, high school graduates in Tennessee can attend a community college or college of applied technology for two years absolutely free of tuition and fees.
- b) Mr. Ross attended a workshop on August 30, for ULI Memphis. It was called Creative Finance for small cities with Tom Murphy who was a Pennsylvania Congressman and also, a three term Mayor for the City of Pittsburg during Pittsburgh's mass transformation. He talked about ways smaller cities, towns, and neighborhoods within larger cities have used and combine varies sources of public funds to drastically change their communities. It was an interesting workshop because it talked about some of the things we are all really looking at including (TIF) Tax Increment Financing with the lieu of taxes, PILOT program, and payment in incentive for larger corporations to come here. We also just talked about general partnerships and how the quality of place is a recruitment tool and a value add for a lot of companies as well.

Ms. Lisco attended the TN/KY ICSC meeting that was interesting from a session standpoint as well as networking during the deal making sessions. There were many developers and out state people that attended the meeting. Garrick Brown talked about up and coming retail.

Ms. Lisco also attended the Economic Club of Memphis where she saw some familiar Germantown faces including Brian Pecon, Reid Dulberger, and EDGE, sent an invitation to the different communities to attend this meeting. It's an organization that we are not members of. They had a speaker from the Federal Reserve Bank, an economist, who did an 18 month forecast. At that meeting, we had a good discussion about our Business Industry Summit coming up, and I have to thank Brian Pecon for reaching out to an economist with the University of Memphis who will be our local economist for the Summit.

Ms. Lisco stated since the last meeting we have a grant through DRA for programming and training for EPIcenter Germantown. Yesterday was the deadline to apply for another round of funding for the EPIcenter Germantown. We have applied, and will see how that goes. We had an interview/presentation with DRA and the Governor's representatives from TNECD last Friday downtown, and they asked some good questions.

Ms. Lisco stated that the DRA C-Chairman Mike Marshall visited EPIcenter Germantown. He was given a promotional handout about the space and updated on the activities since opening.

- Open House on January 12, which was attended by more than 80 entrepreneurs, City of Germantown officials, and community members from around the region.
- Hosted the first Expert Series event on February 25. The event was attended by 12 entrepreneurs and network partners and featured Ben Fant, principal at Farmhouse Marketing, who led an informative discussion about website and digital marketing.
- That TVA has notified that the City will maintain its platinum Sustainable Community designation.
- Provided a networking breakfast for entrepreneurs and community supporters with EPIcenter Director of Talent Elizabeth Lemmonds, who gave an overview of the regional entrepreneurial ecosystem, EPIcenter's programming, and the benefits of coworking.
- Promoted the MadeBy Project, a countywide survey of makers, artisans and micro-manufacturers (creative entrepreneurs) in Shelby County, through a maker event on July 17, attended by more than 40 regional makers and artisans. Post-survey, EPIcenter will implement business programming that addresses the challenges of this segment of entrepreneur.
- Local business coach and consultant Michael Synk provided a free introduction to his School of Rock & Sand on July 21, which is designed to equip business leaders with skills, methods, and mindsets that will unleash growth potential for their companies.
- Hosted a Half-Birthday Party for the space on July 26 to showcase the new set-up of the space and allow the Germantown community to meet some of our members, find out more about coworking, and network with local business owners and City of Germantown representatives. The event was attended by more than 50 business owners and community supporters.

- Piloted the “So You Think You Wanna” workshop at EPIcenter Germantown on August 3, which is designed to walk attendees through entrepreneurial questions and considerations in the earliest stages of starting a business.
- More than 30 female entrepreneurs attended a coding class offered by the Lapel Project on August 13. The Lapel Project aims to grow inclusive entrepreneurship by supporting female founders through programming and networking events.
- Entrepreneurial Programming Focus Group on August 31, targeted to entrepreneurs and small business owners in Eastern Shelby County to determine topics and timing of future programming at EPIcenter Germantown.
- Open office hours on September 8, designed to connect entrepreneurs with EPIcenter staff members to discuss questions or needs related to startups or business idea.
- EPIcenter will soon offer CO.STARTERS, a nationally renowned platform that helps communities grow local business. Unlike traditional platforms, CO.STARTERS applies the lean business modeling methods popular among high-growth startups to businesses of all kinds. In the Memphis region, CO.STARTERS will be implemented and facilitated by EPIcenter, and one of the first cohorts will be located at EPIcenter Germantown. The nine-week CO.STARTERS program will kick off on September 21, 2016 and meet every Wednesday from 6:00 to 9:00 p.m. until November 16.

We received a grant from TVA for work on our Economic Development page, so that was turned in to TVA yesterday as well.



## Space and Resources for Entrepreneurs

Located in Shelby County, Tenn., EPIcenter Germantown offers a collaborative and cost-effective co-working environment to entrepreneurs, as well as programming and expert support to encourage the growth of start-ups and small businesses.

Educational programming, networking events and office hours provide access to local experts in venture capital, finance and accounting, marketing and sales, City of Germantown services and support and connections to other EPIcenter programming and events around the region.

EPIcenter Germantown is a public-private partnership among the City of Germantown, EPIcenter, and Memphis Bioworks Foundation and opened in January 2016.



## Amenities

- Collaborative work space
- Flexible seating
- Wi-Fi and coffee
- Secure access
- Private meeting space
- Free parking
- Access to the regional EPIcenter network

## Programs and Events

- Networking events
- Open office hours with local experts
- Informational sessions for early-stage entrepreneurs
- Educational workshops
- Nine-week Co.Starters cohort
- Partner events and meet-ups



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[epimemphis.com](http://epimemphis.com)

### c) Planning/Small Area Plan - Nodes/Districts:

- i. Central Business District – Trader Joes' will break ground in 90 days. This is also a good opportunity to state that the Trader Joes' official website is now announcing a store opening in 2017 at 2130 Exeter Road in Germantown, Tennessee. Brody Glenn, President of Centennial American Properties with Trader Joes,' will be at the Business Industry Summit on October 4 on the Development Panel. All the construction materials that on the north side of Saddle Creek are related to sod improvements. It was approved by the DRC by in March. It updated the north side to look more like the south side. The new businesses coming to the DRC for the outbuilding is SEE Eyewear at the end of September.

- ii. East Poplar Avenue (at Forest Hill-Irene) – There are a couple of new shops that have opened up along Poplar Pike in the last couple of months. There a ladies dress shop, and a photography studio moving in next door to Katie’s Kitchen.
- iii. West Poplar Avenue District – TraVure had their Development Agreement approved so they will be breaking ground in the next couple of weeks. There is a new dessert shop opening in the Carrefour soon.
- iv. Wolf River –Most of the interest up there is trying to figure out how to get some of the projects started and what’s going to happen at the end of Wolf Trail Cove. A land owner is trying to figure out the best way to utilize his space next to the greenway. The McNeil Company has moved their offices next to the SunTrust Bank, into two thirds of the remaining building at Kimbrough Office Park on Kimbrough Road and Wolf River Boulevard.
- v. Forest Hill Heights –In Forest Hill Heights, the Smart Code zoning overlay was approved by the BMA at their last meeting. We have had several groups come in to look at that area, and they showed some interest locally from out of town. 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.

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

**Taste of the Town**

Taste of the Town is our biggest event of the year. It was extremely successful. We do not have the final numbers. We moved it from the Hilton, which just became too expensive for us, and moved it to the Great Hall. She thinks it belongs in Germantown. We had a great crowd. It was the sixteenth year. Our event this year for the live auction was to benefit the Memphis Oral School for the Deaf. We are right around \$12,000 to give them. For next year, it will benefit Madonna Learning Center here in Germantown. We had a Silent Auction sponsorship and Live Auction sponsorship. I would like to thank Alderman John Barzizza for his sponsorships. The preliminary numbers for the Chamber are around \$29,000 which is up from \$8,900 last year.

Night Rider is the next event. It’s a partnership with Parks and Recreation of Germantown and the Chamber. The children and parents dress up their bikes to glow in the dark. We ride down from Farmington Park to Wolf River Blvd and back. It’s not a race; it’s just a family fun bike ride, and this is our third year. We have done very well with that before. Then after the ride, Parks and Recreation has an outdoor movie. The money for the registration fee is \$15.00 per rider, and it goes to the Parks and Recreation after school program called REACH.

We are also creating our own magazine this year. We have always had a Germantown magazine. But we had a large group who made it. We realize that we need another source of revenue for the Chamber, so we have outsourced the editing. We have an editor who used to work at Contemporary Media as the editor, and one of our Chamber photographers will be taking the pictures. We hired an outsourced person to do the layout.

The Business Industry Summit is part of our EDGE grant. That’s where the money is going to come from to pay any outside speakers, breakfast, and gifts for the speakers. It’s October 4<sup>th</sup> at the Great Hall, and it is a partnership between Economic Development with the City of Germantown and the Germantown Chamber.

**e) Germantown IDB:** Ms. Lisco reported that the IDB has met since our last EDC meeting with a work session and a meeting. The meeting was for TIF the policy. A developer came in who provided some feedback and thoughts about the policy. They will meet again on September 15<sup>th</sup> to talk through the TIF policy with some revision’s before they vote.

**f) New/Old Business:**

Mr. Adams noted on Thursday, September 29, at the Great Hall, Leadership Germantown is having its 20<sup>th</sup> anniversary with a Gala honoring four citizens. The cost is \$125.

Chairman Klein noted don't forget the Germantown Festival. It happens every year, which will be Saturday, September 10. I thought you would be interested that the average attendance in the last five years was 55,000. This year, they have over 400 vendors.



**THIRD ANNUAL  
GERMANTOWN BUSINESS &  
INDUSTRY SUMMIT**

# Save the Date

**OCTOBER 4, 2016**  
TIME: 7:30 a.m. - 10:30 a.m.

Keynote Speaker: Steven J. Bares, Ph.D.  
Memphis Bioworks Foundation  
The Great Hall and Conference Center

SPONSORED BY:  
CITY OF GERMANTOWN  
GERMANTOWN AREA CHAMBER OF COMMERCE

FOR MORE INFORMATION: [WWW.GERMANTOWN-TN.GOV/ECONOMICDEV](http://WWW.GERMANTOWN-TN.GOV/ECONOMICDEV)



***New Businesses coming soon:***

AT&T  
American Threads  
Casablanca - in Old Germantown on Poplar Pike  
Dessert Therapy – in Carrefour  
East of Chicago Pizza  
Sephora  
Soma  
Southern Social  
Sur La Table

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