

ECONOMIC DEVELOPMENT COMMISSION
Thursday, November 3, 2016
Blue Conference Room
1930 South Germantown Road

The regular meeting of the Economic Development Commission (EDC) was held Thursday, November 3, 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, Trey Sowell, Jim Lefler, Janet Geyer, James King, Rick Towne, Sidney Kuehn, Susan Burrow, and Alderman John Barzizza

GUESTS: Jessica Taveau, EPIcenter Germantown Marketing & Communications

ABSENT: Steven Levy, and Janie Day

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

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

2. Minutes: Approval of Minutes for September 1, 2016:

Chairman Klein stated the first order of business is the approval of the minutes for September 1, 2016. If there were no additions, corrections or deletions to the minutes, he would entertain a motion for approval.

Ms. Geyer moved to approve the Economic Development Commission minutes of September 1, 2016, seconded by Mr. Pecon. **The motion was passed.**

3. Reports/Monthly/Quarterly:

a) Mr. Ross introduced the new Planner, Sarah Goralewski.

Mr. Ross stated he appreciated everyone who attended the Germantown Business and Industry Summit which was on October 4. Jessica Taveau, Leslie Lynn Smith, and Dr. Steven Bares were all there from BioWorks. Dr. Bares was the keynote speaker. We had 79 attendees, (88 total registered) and 13 responded to our survey afterward. All seemed to enjoy the event in terms of convenience. They wanted it to continue in September or October. Dr. Bares got a good presentation overview. Our annual Business & Industry report got good marks as well. We asked about the agenda, time period, presentations, food, and ticket pricing: Was it valuable? The majority felt like they would come back to it, so we are going to review it and make some changes in a couple of different places. A lot of the attendees showed up from emails and other sources.

Ms. Lisco attended the TN Economic Development Council in Nashville, TN, TVA meetings in Jackson, TN and Tupelo, MS, Urban Land Memphis Institute and Daily News meeting at the Brooks Museum, and the 2016 Governor's Conference in Nashville, TN.

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

- i. Central Business District – There are new businesses opening in Saddle Creek. We are reviewing a new set of plans from Trader Joe's. The Thornwood multi-family portion groundbreaking has begun. They are building 258 multi-family units. The BMA approved phase 5 which is the full multi-use phase on the corner of Neshoba and Germantown Road. It's where there will be restaurants and retail that have already committed to open. The office and apartments will be above.
- ii. East Poplar Avenue (at Forest Hill-Irene) – We have a new office that will be breaking ground in the next couple of days. Its right next to Fire Station four, and it's the last lot in the Forest Hill Irene commercial subdivision.

- iii. West Poplar Avenue District – IDB and BMA approved a 15 year PILOT for the Mid America Apartments (MAA) to move their corporate headquarters location into the 83,000 square foot TraVure office building, which will help kick start the Western Gateway. Although it's a PILOT, we reviewed it and recognized the opportunity for increased tax revenue on top of the base tax revenue that the undeveloped property is currently generating as well as the hotel/motel bed tax that would be generated from it and retail sales tax from the rest of TraVure. We are continuing to talk to the other property owners in the Western Gateway about development opportunities that they have, and starting to see some concepts that they are exploring for market feasibility.
 - iv. Wolf River – It's been a little quiet, but there's still plenty of medical activity going on. We are preparing for improvements to the Wolf River Blvd. and Germantown Road expansion. There is a meeting next week with property owners to talk about the appraisals and small parts of their properties that will be bought as part of that expansion project to help ease the traffic congestion.
 - v. Forest Hill Heights –In Forest Hill Heights, we have had a significant amount of interest for the opportunities being developed as part of the smart code application.
- c) **Germantown Area Chamber of Commerce:** Mr. Ross noted that Janie Day is off tonight. She is working with the Education Foundation tonight on a plan for a large project for next year.
- d) **Germantown IDB:** Mr. Ross reported that the IDB has met a couple times to approve the Mid America Apartments (MAA) PILOT and to discuss the TIF policy (Tax Increment Finance). As soon as that is approved, we will bring to this board and present how that works and what Tax Increment Finance is so this board has a better idea how this can be used to encourage development for infrastructure within the City of Germantown and development projects.

4. **Guest:**

- a) Jessica Taveau, EPICenter Germantown Marketing & Communications made a presentation:

DRA funding

- While we had a great compliance visit from the Delta Regional Authority in August, our SEDAP funding grant of (\$93,000) for 2017 was not renewed. This was not unexpected.
- Now in strategic planning mode under current budget conditions.

Events

- Events since the last update:
 - Piloted So You Think You Wanna (SYTYW) in early August. We have seen a great need for really early stage for entrepreneurs help.
 - Coding event with the Lapel Project on 8/13 with 30 women attending.
 - Focus group on 8/31 we opened it up to the community. 12 entrepreneurs came and talked to us on what kind of programming that they would like to see there (Finance Readiest, Venture Capital, and Education).
 - Office hours starting on 9/8 where entrepreneurs can walk in or make an appointment with staff members to just talk through an idea or issue that they might be having.
- MadeBy Project update – Preliminary data to be released in early December, which includes makers in Germantown. This is a survey of makers in Shelby County. Makers can really refer us to folks who have a business that make handmade goods such as (soaps, jewelry, and furniture). It's a project with EPICenter with a survey of makers in Shelby County. We had a very focused networking program at the space in July, and had about 50 makers show up. They have completed the survey, and there are more than 300 makers in Shelby County.
- January will be EPICenter Germantown's one-year anniversary.

COSTARTERS

- Most of our focus has been hosting our first CO.STARTERS cohort in the region.
- CO.STARTERS is a nationally recognized accelerator program that was born in Chattanooga. It's a very flexible program, and targeted toward early stage entrepreneurs. Folks who have ideas, but need really focused assistance to get it to the next level. It's

based on the startup model that tech accelerators use. The Memphis community runs seven tech based accelerators. This is an accelerator for non-tech businesses.

- Participating companies:
 - Started with 17; now have 12 (normal attrition).
 - Mostly women (10/12); 8/12 are African American.
 - They are from all areas of the county. The centralized location is perfect.
- The EDC is invited to the graduation celebration November 16 during Global Entrepreneurship Week.
 - Jocelyn Mayfield is starting a financial well-being consulting business and will be teaming up with EPIcenter Germantown to put on an event which helps her promote her business and helps us deliver meaningful programming.
 - Lakethen Mason is a Cowork Memphis member who has been utilizing the Germantown space on a trial membership. He is a filmmaker who has a film premiering at the Indie Memphis Film Festival and has been conducting interviews from the space.
 - Jan Roubion, an EPIcenter Germantown member, is doing a two-day smoking cessation information workshop from the Germantown space in mid-November. She also connected us to Jameelah Jordan, who is going through the first cohort of Co.Starters in the space.
 - Several Co.Starters cohort participants have connected with EPIcenter through Elizabeth's work as the Director of Talent. She has connected one of the participants, Alex McClarty, to a mentor. His business, Sage Robotics, puts together robot kits for adolescents.
 - Another Co.Starters participant, Lauren Carlson, said that the information from Co.Starters allowed her to feel confident in quitting her part-time server job to focus on her jewelry company full-time.
 - Other Co.Starters members have utilized each other services, including several of the participants becoming clients of Jameelah Jordan (Germantown resident), who offers a virtual assistant software platform for busy entrepreneurs.
 - Sharon Woody came in for a tour of EPIcenter Germantown and was not ready to utilize full-time space, but was able to connect with EPIcenter. She met with the team from Innova and was able to talk through her business plan, and intends to go through the January Co.Starters cohort.

By filtering through the Germantown space, individuals from varying professional and personal backgrounds have been able to connect with EPIcenter and the Memphis entrepreneurship as a whole. The space can act as a catalyst for further connections and as a suburban outpost for EPIcenter's work as an entrepreneurship hub.

5. New/Old Business:

Mr. Klein stated in the past 11 months we have had a hand, in one way or the other, on the following:

- Traders Joe's
- TraVure Project
- The bringing of MAA to Germantown.
- Thornwood has started and the infrastructure is in, but all the buildings that are there now and under construction, have come in under our watch.
- The Small Area Plan south of Winchester which includes the Behavior Health Center that is now open.
- EPIcenter.

Mr. Klein noted secondly the word is out now for those who want to sign up again for this commission, or for any other commission, you have until November 30. It has to be done online only at <http://www.germantown-tn.gov/commissions>.

Ms. Geyer stated she has been asked to serve on the Germantown Municipal School District school site search committee to represent the Economic Development interests of the City in helping to select the next elementary/middle school (probably K-8) site. We have met once, about two weeks ago, at this

point. We will probably meet two or three more times. The search committee work should be completed by mid-December. It's been in the news with some controversy that has gone on with the one site that was seriously looked at. But if anyone has any possible new school location sites, please contact me at janet@crewsrealty.com. I can report back next month on where the committee is at. In the first meeting with Jason Manuel, the Superintendent basically got the committee members up to speed with the process. If you're interested, you can go to the home page of the Germantown Municipal School District website and there is a slide presentation that was given at a public meeting in October. It has a lot of good information. It gets you up to speed with the need for a new school with all the growth that has taken place. They have already surpassed what was the ten year projection in less than three years. It's a good resource to use. At this point, it was mentioned that the Shelby County Schools District is not interested in any discussions about the three Germantown schools. They need the schools, and it doesn't matter what the price is that Germantown is willing to pay. It is not on the table for discussion. From the community feedback received, the community very much wants it to be a community walkable type location.

6. The next EDC meeting will be on Thursday, January 5, 2017, at 5:30 p.m.
7. **Adjournment:** There being no further business, the meeting was adjourned.