

**ECONOMIC DEVELOPMENT COMMISSION**  
**Thursday, June 1, 2017**  
**Blue Conference Room**  
**1930 South Germantown Road**

The regular meeting of the Economic Development Commission (EDC) was held Thursday, June 1, 2017, in the Blue Conference Room. Chairman Klein called the meeting to order at 5:30 p.m.

**PRESENT:** Jerry Klein, Brian Pecon, Jim Lefler, Steven Levy, Janet Geyer, Michelle Johns, Keith Saunders, Rick Towne, Alderman John Barzizza, and Janie Day

**GUESTS:** Sarah Harris, Research Project Manager with the Greater Memphis Chamber

**ABSENT:** Trey Sowell, Bo Adams, and Sidney Kuehn

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

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

**2. Minutes: Approval of Minutes for April 6, 2017:**

Chairman Klein stated the first order of business is the approval of the minutes for April 6, 2017. If there were no additions, corrections or deletions to the minutes, he would entertain a motion for approval.

Mr. Towne moved to approve the Economic Development Commission minutes of April 6, 2017, seconded by Mr. Saunders. **The motion was passed.**

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

**a) City Germantown Economic Development – Meeting Update:**

Ms. Lisco explained Cameron Ross, Jerry Klein, Alderman John Barzizza and I attended the TN ECD town hall visit with new commissioner (Bob Rolfe). He shared statistics about accomplishments at the State level. Tennessee was the number one state for jobs created through FDI in 2015, for advanced industry job growth, in education tech skills for 2015, and Economic Development in 2016.

There was an Economic Development Workshop meeting for local elected and appointed leaders here at the City of Germantown on Monday, May 22 and Tuesday, May 23, Alderman John Barzizza, Chairman Jerry Klein, and Alderman Mary Ann Gibson were there from the City of Germantown. It was open to leaders throughout West Tennessee. It was funded through the Delta Regional Authority and EDA. It was organized by the International Economic Development Council. They are the leading experts in all things economic development. It was an Economic Development 101 for local elected and appointed leaders. It was very well attended according to the organizers.

The Region Smart (Regional Strategy Summit) hosted by the ULI Mid-South Mayors' Council held their 2<sup>nd</sup> annual meeting where they brought together people and leaders from the region. It included northern Mississippi and Arkansas and revolved around how to work together/how we are all in this together. Jerry Klein from the Economic Development Commission attended. There were different speakers from all over the country including Mike Randall with Southern Business Development Magazine Mayor Palazzolo gave an introduction about the suburbs and doing a better job with redevelopment.

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

Mr. Ross stated we are growing by leaps and bounds. We have seen activity in all our districts.

- i. Central Business District (Smart Code) – Pebb announced their purchase of Germantown Village Square. They are trying to fill in some of the vacant spaces. We have a meeting with them to discuss signage, and possibly changing out some of the colors. There is a “big red box” across from Stoney River. Sur La Table is open now.
- ii. East Poplar Avenue (at Forest Hill-Irene) – We have met with the new owners of Village Shops, Epic Partners out of Austin, TX, about their plans for new tenants as well as changes that they might want to make. Blue Honey Bistro is opening at Village Shops. Vesta Home Show will be taking place at Chapel Cove Subdivision in mid/late November.
- iii. West Poplar Avenue District (Smart Code) – TraVure has gone up five stories and the building is not going any higher. The hotel is having a groundbreaking tomorrow.
- iv. Wolf River Blvd. – The property next to Baptist Rehab was rezoned to retirement housing at the Planning Commission on Tuesday, April 4<sup>th</sup> for the Avenida project. The next step will be three BMA readings.
- v. Forest Hill Heights (Smart Code) - In Forest Hill Heights, we’ve had a significant amount of interest from developers for the opportunities utilizing the Smart Code overlay.

**c) Germantown IDB:** Nothing to report.

**d) 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 27, 2017 from 9:00 a.m. to 2:00 p.m. The 54 exhibitors had a networking breakfast from 7:30 a.m. to 8:45 a.m. We had AD Davis from the Athletic Club as our Emcee. She has so much energy and kept the crowd engaged and happy from 9:00 a.m. to 2:00 p.m. Taziki’s provided a salad for exhibitors only. The cost was \$2.00 cash for salad and \$4.00 cash for the salad with chicken. Methodist LeBonheur brought the Mega Brain which was a great success. We had about 300 attendees and plan to continue this event as we plan to grow it each year.

**2017 Chamber/Susan G Komen of the Mid-South Golf Classic**

This year the golf classic will be Monday, June 19, 2017 at Windyke Country Club. We are returning to Windyke for a 2<sup>nd</sup> year. In our strategic plan, the Chamber is partnering with Susan G. Komen of the Mid-South. The partnership has brought players and sponsors who would otherwise not be attending the tournament. We hope to continue this partnership for quite a while.

**Taste of the Town**

Our annual Foodie Event is coming back to Germantown at The Great Hall and Conference Center on Saturday, August 26, 2017. We have 30+ food and wine vendors. The silent auction benefits the Chamber, Live auction benefits Madonna Learning Center right here in Germantown. Emcee will be Mike McDonnell from WRVR. Our auctioneer is Terri Walker with Walker Auctions. Food vendors include The Capital Grill, Seasons 52, Babalu, the Half Shell, Amerigos, Owen Brennans, Interim and more to come.

**2018 Germantown Magazine**

We have begun reaching out to advertisers for the Germantown magazine which will come out in January 2018. The magazine sales are handled by the chamber staff. The revenue generated in 2017 was substantially higher than when we hired a vendor to sell the ads. So we will be keeping this task in house for the foreseeable future.

**EDGE Grant Request**

The Chamber is in partnership with the Economic Division of the City has a grant request into EDGE for 2017-2018. We should hear an answer by the middle of June.

**4. Guest:**

Sarah Harris, Research Project Manager with the Greater Memphis Chamber made a presentation on the cost of living in Memphis published by the Council for Community and Economic Research done annually. We conduct a survey three times a year in (January, April, July) and publish an annual report in quarter four. We price in six categories, food, housing utilities, transportation, healthcare, and miscellaneous goods. There is a webinar that you have to go through for more training details.

Ms. Lisco stated the Memphis Chamber has asked if the Economic Development Commission would be interested in participating in their annual Shopping Report (the national survey the Chamber participates in to benchmark cost of goods). They needed some help with grocery store pricing. The dates for this year are July 13 through July 15 (Thursday through Saturday). It's a one page survey form.

Steven Levy made a presentation on International Council of Shopping Centers (ICSC) REcon; the big international retail conference that's held once a year. There were 30,000 to 35,000 that attended this year. They are expecting 8,000 store closings of retail businesses this year. Some brands have been purchased in the last several years and leveraged buy outs with a lot of debt put on them. The coal industry has less than 85,000 employees in the United States. The retail industry has lost more than 85,000 jobs since August.

Chairman Klein stated there is a new project being built in Germantown called the Rotary Club Youth Fishing Pond on Wolf River Boulevard. We will break ground on June 7.

**5. New/Old Business:**

**6.** The next EDC meeting will be on Thursday, July 6, 2017, at 5:30 p.m.

**7. Adjournment:** There being no further business, the meeting was adjourned.