

ECONOMIC DEVELOPMENT COMMISSION
Thursday, December 7, 2017
Klein Conference Room
1920 South Germantown Road

The regular meeting of the Economic Development Commission (EDC) was held Thursday, December 7, 2017, in the Klein Conference Room. Chairman Klein called the meeting to order at 5:30 p.m.

PRESENT: Jerry Klein, Brian Pecon, Bo Adams, Jim Lefler, Sidney Kuehn, Janet Geyer, Keith Saunders, Alderman John Barzizza, and Rick Towne

GUESTS: Zachary Ferguson, Deputy Director of Operations – Workforce Investment Network (WIN)

ABSENT: Steven Levy, Janie Day, Trey Sowell, and Michelle Johns

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

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

2. Minutes: Approval of Minutes for November 2, 2017:

Chairman Klein stated the first order of business is the approval of the minutes for November 2, 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 November 2, 2017, seconded by Mr. Saunders. **The motion was passed.**

3. Reports/Monthly/Quarterly:

a) City Germantown Economic Development – Meeting Update:

Mr. Ross attended the City Building Exchange in New Orleans in November. It’s a small workshop, and about 50 to 60 people attended. It starts with an architecture and design tour of New Orleans and walking around the City with Andres Duany who is one of the founding members of the New Urbanism style of development. He is also the designer of Seaside. We discussed community challenges on how to measure quality of life, City economics and fiscal impacts, including how public and private partnerships can be a vehicle to placemaking. We also talked about transportation and different types of housing for demographics, both age and otherwise, that help create interesting places. On the second day we focused on small businesses and how suburbs are developed, along with how to code the types of things to be able to create lifelong healthy communities. We also discussed other types of challenges we are facing in the 21st century with city designs in the way policies are created.

Ms. Lisco shared that Epicenter Germantown held a Holiday Market popup shop on Small Business Saturday, which was also Black Friday weekend. Epicenter has been working with the Made By Project which is an effort to engage local artists, makers, and small-scale manufacturers and understand who is doing what in the county. Where they are, their focus, what their needs are, and what they need to grow. The pop up Holiday Market comes on the heels of a report by Smart Growth America and the EDA called *Made in Place: Small-Scale Manufacturing & Neighborhood Revitalization* which the Mayor shared with us and talks about the importance of these small-scale manufacturers within the local economy. Epicenter, which started out as an entity under Memphis BioWorks, has now become its own organization. They are doing some new logo/rebranding with Epicenter Germantown.

Ms. Lisco encouraged everyone to follow Germantown Economic Development on social media. Facebook: City of Germantown, Tennessee Economic Development, and Instagram and Twitter: @GtownTNED.

Ms. Lisco discussed the Thornwood project and the future planned tenants such as Newks, Bella Vita, Stacks (pancakes), and Itty Bitty Bella.

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

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

- i. Central Business District (Smart Code) – A construction permit for the last space in the outbuilding of Saddle Creek South. This space will be built out as a donut and coffee shop concept called Rise Biscuits and Donuts (<https://risebiscuitsdonuts.com/>).
- ii. East Poplar Avenue (at Forest Hill-Irene) – There are 2 new stores opening in the Village Shops, one is a coffee bar called Cappuccino Café, and another health and wellness studio called HotWorx.
- iii. West Poplar Avenue District (Smart Code) – There is plenty of progress on TraVure with construction activity continuing. The TraVure office seems to be on track to meet their deadline for MAA in April.
- iv. Wolf River – The full project for Campbell Clinic was approved by the Planning Commission in 2014. The first phase was approved for a 50 car parking lot at the Design Review Commission. We are still looking at the independent living Avenida project site.
- v. Forest Hill Heights (Smart Code) – At the BMA meeting on December 11, the warrants for Watermark property will be heard by the Board.

Mr. Ross also stated that for the BMA meeting on December 11, there are two development contracts, one for a very attractive oil change facility in Shelby County on the west side of town. Then, there is a project called 2130 Exeter Road which is the outparcel development on Exeter Road in front of the former Kroger and will include 3 retail bays.

c) Germantown IDB: Ms. Lisco stated that we are planning to have an IDB meeting next week.

d) Germantown Area Chamber of Commerce: Nothing to report.

4. Guest:

Zachary Ferguson, Deputy Director of Operations at Workforce Investment Network (WIN) made a presentation. Our vision for the Memphis area is a prosperous and dynamic community with educated and skilled employees. Our mission is to align the workforce system with development and connect skilled individuals with business and industry for the greater Memphis area.

VISION STATEMENT: Greater Memphis is a prosperous and dynamic community where educated and skilled employees enjoy a high quality of life and businesses thrive.

MISSION STATEMENT: The Workforce Investment Network aligns the workforce system to develop and connect skilled individuals with business and industry for the prosperity of the greater Memphis region.

Resource Center: Computers, fax, copier, phone, dedicated staff to assist with resumes, job search, online applications, job market information, and registration with Jobs4TN.gov

Orientation: Starting point for accessing services. Orientation is every Monday and Wednesday at 8:30 a.m. and 1:00 p.m.

Career Center: Career Coaches meets with clients to help determine best way to achieve career goals. We conduct assessments (TABE, Key Train for CRC referral, Holland Inventory), Individual Employment Plan, intensive job search, funding for training, and referrals for other services.

EDUCATIONAL PROGRAMS:

WIN funds training for eligible participants in accredited, approved programs leading to a recognized certificate, diploma, and/or nationally recognized credential (e.g. licensure, certification), providing up to \$4,000 in funding for an individual who qualifies.

Sectors of emphasis for training determined by WIN's Board of Directors are based on in-demand jobs for our local area: Advanced Manufacturing; Transportation, Distribution and Logistics; Business Services; and Health Care.

RT – WIN partners with Southwest TN Community College for this four week course designed to prepare participants interested in a career path in Advanced Manufacturing. Students earn Silver Level and above NCRC. Upon program completion graduates will be considered for employment with such companies as Electrolux, Riviana Foods, and DuPont Solae, Smith & Nephew, Smuckers, and others.

WIN is the “identified labor source” for Memphis and Shelby County’s economic development projects.

Employee Recruitment and Screening

Incumbent Worker Training (IWT) – co-administered by WIN and TDOLWD to upgrade skills of existing employees so employers can remain competitive.

On-the-Job Training (OJT) – Businesses may be reimbursed up to 50% of the trainee’s wage during the training period.

Liaison between Industry and Training Providers – Helping employers connect with educational institutions and training providers for customized training and new program development.

Ms. Lisco added that the agenda showed Pauline Vernon, Interim Executive Director - Greater Memphis Alliance for a Competitive Workforce (GMACW) was going to be here, but she fell sick today. She will reschedule with us. WIN and GMACW speaking to our group was a product of some of our past meetings when Reid Dulberger with EDGE has been here and some of the conversation has been focused around workforce. It’s a key issue for businesses located here to be successful, and for attracting the business that the area needs.

Ms. Geyer asked Mr. Ferguson if he had any metrics of the success of the WIN network over the last couple of years.

Mr. Ferguson stated yes; we will have them on the new website and are working on a new reporting format that we use with our Board of Directors, which will be shared with the public. It will have the number of people trained and placed.

Ms. Lisco asked Mr. Ferguson about the relationship that you share with GMACW, and how that works when you are processing a request from businesses or people looking for jobs?

Mr. Ferguson answered that GMACW and SeedCo are many of external funding partners that we work with. With GMACW, we have staff that work together in our case management, and we share a lot with them. A lot of the client work comes throughout centers. Some of our business services staff actually are part of a grant that GMACW has: Work to hire and Tack4.

Alderman John Barzizza asked does WIN work with any of the Restaurant Association or State for wait staff. The Memphis Restaurant Association is basically independent, so their networking is difficult. Do you work with an association to help with recruitment?

Mr. Ferguson answered that we have and knows the chain restaurants and fast food industry are sometimes easier. They came in, and asked for a job fair hosting on Wednesday, January 14. We are doing a job fair for Chick-Fil-A, and they are paying \$14.00 an hour for cashiers. They will be doing interviews in Germantown.

Ms. Lisco asked Mr. Ferguson if they have tried partnering with Union University in Germantown?

Mr. Ferguson answered that it’s possible we have them as an approved training provider. If the school has a program they want us to be able to send students through, they submit to the Career Services Committee of

the Board. FedEx is hiring 700 coders in the next three to five years. They are hiring coders that have gone through coding certificate boot camps.

Alderman John Barzizza asked is there some kind of information out there as to where companies start or network for people who work as caregivers for the disabled?

Mr. Ferguson answered some of the labor market that we look at also has that median wage information, but most of those services I think appear to have a fee.

Cameron Ross stated he noticed the Greater Memphis Chamber was on your list of partners. Is there any way to have someone on this side of town, this area of Shelby County, plugged in - say Germantown Area Chamber?

Mr. Ferguson answered yes.

5. New/Old Business:

Chairman Klein stated that the City has been meeting for the last three months on reworking the business ordinances and trying to figure out where the home based businesses are located, how many there are, and what they are. Hopefully, we will be able to present it within the next 30 days.

6. The next EDC meeting will be on Thursday, January 4, 2018, at 5:30 p.m.

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