

ECONOMIC DEVELOPMENT COMMISSION
Thursday, November 2, 2017
Blue Conference Room
1930 South Germantown Road

The regular meeting of the Economic Development Commission (EDC) was held Thursday, November 2, 2017, in the Blue 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, Trey Sowell, Keith Saunders, Janie Day, and Rick Towne

GUESTS: Mayor Mike Palazzolo, City of Germantown

ABSENT: Steven Levy, Michelle Johns, and Alderman John Barzizza

STAFF PRESENT: Patrick Lawton, City Administrator, 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 September 7, 2017:

Chairman Klein stated the first order of business is the approval of the minutes for September 7, 2017. If there were no additions, corrections or deletions to the minutes, he would entertain a motion for approval.

Mr. Saunders moved to approve the Economic Development Commission minutes of September 7, 2017, seconded by Mr. Pecon. **The motion was passed.**

3. Reports/Monthly/Quarterly:

a) City Germantown Economic Development – Meeting Update:

Ms. Lisco, Jonathan Flynt (LRK), and Steve Aulterman from (UDA) made a presentation on the implementation efforts of the Small Area Plan at Forest Hill Heights at the Tennessee American Planning Association Regional Meeting that was held in Memphis on October 9. They had a good showing for the presentation.

Ms. Lisco had the opportunity attend the International Council of Shopping Centers Southeast Conference and Deal Making in Atlanta, GA. It was her second year to attend. She put together a great strategy of identifying people to talk to ahead of time. She made several meetings and contacts with both developers and brokers.

Ms Lisco attended the Governor's Conference for Economic Development in Gatlinburg, TN. She had the opportunity to meet with the Governor for a few minutes. Senator Corker and Senator Lamar Alexander were on a panel talking about all the great numbers coming out of the State in terms of unemployment and investment.

Ms. Lisco was selected for the Tennessee Valley Authority Leadership Institute Class for 2017-2018 in Franklin, TN. Today is their first meeting.

Mr. Ross presented a slideshow on the new projects that are going on in Germantown right now.

These items will be on the Planning Commission agenda on November 7:

- Forest Hill Heights Amended P.D. (Watermark at Germantown) on the north side of Crestwyn Hill Drive and east of Tyndale Drive. It's zoned "T5" Urban Center, and 17.69 acres. It is a 310 unit multi-family, residential development.
- 2130 Exeter Road – This is a redeveloping of the old Kroger site with a 7,000 sf. out parcel building at the Germantown Collection Shopping Center. The existing zoning is: "T5" Urban Center, and 5.3 acres.

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) – Blue Honey Bistro is a new restaurant at Village Shops. The Vesta Home Show will be taking place at Chapel Cove subdivision in November.
- iii. West Poplar Avenue District (Smart Code) – There is plenty of progress on TraVure. The hotel plans to start at the end of this month. The TraVure office seems to be on track to meet their deadline for MAA in April.
- iv. Wolf River Blvd. – Campbell Clinic has made their announcement of a 30+ million dollar reinvestment back into our City. The first phase is adding a parking lot. We are still looking at the independent living Avenida project site.
- v. Forest Hill Heights (Smart Code) - We've had a significant amount of interest from developers for the opportunities utilizing the Smart Code overlay. The area has continued to progress along with potential multi-family projects being reviewed at the Planning Commission.

Mr. Ross explained that the applicant for the Arthur property is considering different opportunities to look at how the project connects better with the neighborhoods to eliminate some of the concerns based upon traffic and how it was going to be distributed in the neighborhoods. Also, how much density they are adding to the project vertically.

- c) Germantown IDB:** Mr. Ross welcomed the newest member, Janet Geyer, who was nominated and elected to the IDB in at our last BMA meeting. We will have an IDB meeting next Wednesday to consider a modification to the MAA project that we talked about earlier with TraVure. Ms. Lisco was dedicated to putting together Germantown's portion of the Amazon (HQ2) Shelby County proposal. Each of the suburban municipalities along with the City of Memphis put together a comprehensive proposal for HQ2 for Amazon. Ms. Lisco worked night and day for several weeks putting together all the data that was required for this proposal to make sure that Germantown was represented in the best way. We put recommended 100 acres in Forest Hill Heights. Everything was due to Amazon on October 19.

Mayor Palazzolo stated the Chamber was a great partner. Janie Day was at all the meetings, and all the Municipal Mayors along with the Memphis Mayor and County Mayor attended. There wasn't any kind of turf battles here. There wasn't one City pitted against another. We all worked collaboratively and quickly as we put our submissions forward. At the end of the day, we will see where it falls.

d) Germantown Area Chamber of Commerce:

Taste of the Town August 26, 2017

This year was our 17th year for Taste of the Town. We had 26 food vendors including Doc's Wine and Spirits and More, and Memphis Made beer along with MEMPOPS. John and Wanda Barzizza provided the wine for the VIP preview party. The Title Sponsor was First Tennessee Bank, and Live Action Sponsor was Spectrum Lighting. The beneficiary from the Live Auction was Madonna Learning Center. The Chamber raised \$9,350 for Madonna this year.

Night Rider October 14, 2017

This was our 4th year for Night Rider. This event is a partnership with Germantown Parks and Recreation. The registration fee goes to Parks and Recreation. The Title sponsor for the last two years was Germantown Church of Christ. The date was supposed to be Oct 7th but the threat of rain required us to move to the rain date which was Oct 14. We had 177 riders who signed up this year and the event is growing every year. Rockin Robin is the DJ who creates fun and excitement for the event with hoola hoop contests for adults and children. This year we had a group of girls from Orange Mound who take a dance class. If the girls achieve 100% attendance in a month they get a

night out and the girls chose Night Rider to be their night out. All attendees enjoyed Jet's Pizza and the outdoor movie after the 6 mile ride led by Stephanie Brockway from the Education Foundation.

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 done by the chamber staff. The revenue generated in 2017 was substantially higher than when we hired a vendor. So we will be keeping this task in house for the foreseeable future.

2017 Membership Drive

The Chamber was involved in a Membership Drive run by a company named *Your Chamber Connection (YCC)*. The 3 Day membership drive yielded 150 new members to the chamber. The Germantown Chamber grew from 600 members to 750+. Our goal is to have 1,000 members by 2019 as we will have another Membership Drive in October 2019. Our goal in 2019 will be 300 new members so we will reach that 1,000+ goal.

Paragon Bank brought in 45 new members and George Hernandez, CEO of Campbell Clinic brought in 10 members all by himself. The growth in membership is a game changer for the Chamber.

4. Guest:

Mayor Mike Palazzolo stated the Neighborhood Summit was by far the best we have had in years. It doubled in attendance. We had 31 vendors/civic groups that were displaying their wares with a lot of energy there. The Chamber membership drive was very high spirited and a lot of fun. Our Chamber and our City have never worked better. We upped our partnership with the Chamber by some 25 percent or so. I asked Julie Klein to be here tonight as the liaison from the Great Hall and Conference Center Commission. Parts of my remarks tonight are talking about tourism and hospitality. You know that about 20 years ago the City had zero hotels and now we have 10 hotels. Sometimes people forget we have a hotel presence in our City, because they are all located in business districts on the outskirts of town. The only one in the Central Business District is our new Hampton Hotel on Germantown Road, which is well above 90 percent occupancy. We are going to have close to a 1,000 rooms in our City. With the 10 hotels we are looking at revenue between 1.25 and 1.5 million dollars a year in hotel, and motel tax. One of the things Germantown Forward 2030 did in 2015 was to embrace tourism and hospitality the 300 or so days and nights a year that GPAC is active. The Grove at GPAC is being developed now with Thornwood next door that's mixed use. We are looking at a Park Comprehensive Master Plan as well, so we can be a City that hosts and handles tournaments.

Mayor Palazzolo stated we are here tonight to celebrate 50 years of citizenship, residency, and service in our community. He read a Proclamation from the City of Germantown for Jerry and Julie Klein. Now therefore, I, Mike Palazzolo, Mayor of the City of Germantown, on behalf of the Board of Mayor and Aldermen, and the citizens of this community, proclaim Thursday, November 2, 2017, Julie and Jerry Klein Day. The Economic and Community Development Blue Conference Room was renamed to the Klein Conference Room.

5. New/Old Business:

Chairman Klein asked if anyone attended the Neighborhood Summit. He received a call from some of the folks that were involved, and they said, "You know we have a problem in Germantown with trying to figure out where the entire home based businesses are located, how many there are, and what they are". We want to see if the EDC will help us with a portion of the next Neighborhood Summit. We may be able to involve the Epicenter in it too. I will have a little more information next month, and maybe we can talk about.

6. The next EDC meeting will be on Thursday, December 7, 2017, at 5:30 p.m.

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