

ECONOMIC DEVELOPMENT COMMISSION
Thursday, April 5, 2018
Klein Conference Room
1920 South Germantown Road

The regular meeting of the Economic Development Commission (EDC) was held Thursday, April 5, 2018, in the Klein Conference Room. Vice Chairman Steven Levy called the meeting to order at 5:30 p.m.

PRESENT: Bo Adams, Alderman John Barzizza, Rick Towne, Sidney Kuehn, Janet Geyer, Jim Lefler, Ryan Heimke, Steven Levy, and Keith Saunders

GUESTS: Reid Dulberger, EDGE

ABSENT: Janie Day, Jerry Klein, Brian Pecon, and Jeremy Park

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 March 1, 2018:**

Chairman Klein stated the first order of business is the approval of the minutes for March 1, 2018. If there were no additions, corrections or deletions to the minutes, he would entertain a motion for approval.

Janet Geyer moved to approve the Economic Development Commission minutes of March 1, 2018, seconded by Bo Adams. **The motion was passed.**

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

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

- i. Central Business District (Smart Code) – We are seeing some tenant build out in Saddle Creek for Athleta, Everything but Water, and Brahmin. We received the sales tax report back for March, and the numbers continue to trend above what our estimations were. We saw the highest revenue this year than we have seen in three or four years; 20% above estimated revenues. I think it's due to more people buying, locating, and having more options here in Germantown.
- ii. East Poplar Avenue (at Forest Hill-Irene) – We've had good meetings with the Village Shops owners.
- iii. West Poplar Avenue District (Smart Code) – TraVure is tracking for mid April move in. The hotel is 60 days behind due to the rainy weather, so it may have an October or November opening.
- iv. Wolf River – There is a senior living complex that is working its way through the Design Review Commission. Avenida Retirement housing in the Wolf River Medical District is going on the last lot at the north east corner of Wolf River Boulevard and South Germantown Road. Campbell Clinic groundbreaking for their expansion will be on May 24.
- v. Forest Hill Heights (Smart Code) – We are in the construction plan review for the Watermark multifamily project. We are discussing a couple of smaller parcels for redevelopment in Forest Hill Heights.

b) **Germantown IDB:** Ms. Lisco stated the IDB has not met.

c) Germantown Area Chamber of Commerce:

We will have the Chamber report next month when Janie Day returns.

4. Guests:

Reid Dulberger, EDGE: Provided an explanation of the two hour special-called EDGE meeting about Graceland, discussed the competitiveness analysis of the community by Boyette for the Greater Memphis Chamber funded by Memphis Tomorrow which is halfway complete and identifies problems in our community with rail service (CSX, CN-Canada National), and explained opportunity zones. We worked with the Memphis and Shelby County Division of Planning and Development to identify census tracts in the community for lower income, and then we started looking at economic activity like building permits and some standardized data that we could map in the GIS system. We put together a list of primary and secondary census tracts. They are all in the City of Memphis, Millington has two or three, and there is one that is 60% Memphis and 40% Bartlett. We sent our list to the Governor six weeks ago, and the State said we will likely get what we have asked for. On Monday, we requested that the State amend laws that relate to Industrial Development Boards and PILOT's; primarily for the City of Memphis. Within the State statute, there is a limitation on where Industrial Development Boards can do apartment, hotel, and motel projects, and they are limited to one or two areas (designated central city area or a business improvement district). Outside of a designated central city area or business improvement district, you can't put an apartment complex, hotel, and motel should you want to with a PILOT. The City of Memphis has a particular interest in residential, and they are trying to change population and turn it around. They see having better housing options as being part of that. In parts of the City of Memphis, PILOTs could help. Working with Shelby County Government, we got a state law, which was approved by the Senate a few weeks ago and was approved by the House on Monday, that any of the Industrial Development Boards in Shelby County can do a PILOT for a hotel, motel, or an apartment complex not owner occupied, must be a rental, anywhere within their jurisdiction.

5. New/Old Business:

Alderman Barzizza asked Mr. Ross to give the EDC a report on what our plans are in Germantown for the sewer systems. Mr. Ross explained that in the late 60's and 70's the City of Germantown approached the City of Memphis with federal funding that the City of Germantown received as part of the Clean Water Act. We recognized even at that point, that we did not have enough land to build a sewage treatment center facility. We worked up a legal agreement, an evergreen agreement that basically said, we will give you all our federal funding, plus a usage fee that will escalate and be renegotiated at times. Every five years, we renegotiate the escalating terms of the evergreen agreement that they will take our sewage. We don't always have a choice where we can plug into sewer, which is why the sewer line improvements have to be done. What we are building is called a highway line. It will serve all the commercial projects in the West Poplar Avenue District.

Ms. Lisco stated on April 19, at 9:00 a.m. the City is having a kickoff for a new bike share program at the Germantown Athletic Club. Campbell Clinic is a partner along with the Healthy Germantown initiative. Also, you will receive an invitation to Campbell Clinic's groundbreaking for their expansion on May 24.

Ms. Lisco stated we are going to recap our work session retreat. The EDC got together and had a great discussion among the members. Everybody contributed. The Village was a gracious host, thanks to Chairman Klein. We opened up our retreat by reminding everyone that our guiding documents are the Economic Development Strategic Plan, which you received at the start of this year, as well as Forward 2030. We had the guiding principles from the Economic Development Strategic Plan visible on a board as a reminder. There were some ideas on what could be done to become a more engaged commission, and a focus on communication, from videos to testimonials. Jeremy Park has already

jumped in and offered his resources to do some short videos for us. He has done a video for RISE, he is going to try to be at the Campbell Clinic groundbreaking, and the ribbon cutting for the MAA building. We talked about the importance of being ambassadors for Germantown both within the community and when you are out of town. We also talked about the Chamber having an ambassador program where they go out and talk to businesses. Janie Day offered that we might take some of sort combination approach with the Chamber on business visits. I will email the business visit packets before the next meeting.

Mr. Ross noted that Sheila Pounder, the Planning Division Manager, and I just recently sat down with a store owner, and went through how to apply for a store sign modification. The store owner was very reluctant to talk with us because she said she'd heard how difficult the process was and that the City was never going to help her do what she needed. But by the time we finished talking with her, we had changed that narrative.

Ms. Lisco noted next month we have Pauline Vernon, Interim Executive Director, coming from (GMACW) Greater Memphis Alliance for a Competitive Workforce to speak to the EDC rescheduled from December.

Bo Adams stated the Germantown Community Theatre had the First Responders night that honored Police, Fire, and Nurses. Dignitary Alderman Barzizza attended.

6. The next EDC meeting will be on Thursday, May 3, 2018, at 5:30 p.m.
7. **Adjournment:** There being no further business, the meeting was adjourned.