

ECONOMIC DEVELOPMENT COMMISSION
Thursday, June 7, 2018
Klein Conference Room
1920 South Germantown Road

The regular meeting of the Economic Development Commission (EDC) was held Thursday, June 7, 2018, in the Klein Conference Room. Chairman Jerry Klein called the meeting to order at 5:30 p.m.

PRESENT: Jerry Klein, Jim Lefler, Ryan Heimke, Steven Levy, Rick Towne, Sidney Kuehn, Janet Geyer, Jeremy Park, and Keith Saunders

GUESTS: Pauline Vernon, Interim Executive Director – Greater Memphis Alliance for a Competitive Workforce (GMACW)

ABSENT: Janie Day, Bo Adams, Alderman John Barzizza, and Brian Pecon

STAFF Marie Lisco, Economic Development Manager

PRESENT:

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

Marie Lisco stated the City has a leadership program for City employees called Play like a Champion (PLAC). As part of the class requirement, each participant has to sit in on a commission in order to graduate. In attendance are Jack Lewis, Fleet Maintenance and Emily Westbrook, Customer Service Specialist.

2. **Minutes: Approval of Minutes for May 3, 2018:**

Chairman Klein stated the first order of business is the approval of the minutes for May 3, 2018. If there were no additions, corrections or deletions to the minutes, he would entertain a motion for approval.

Keith Saunders moved to approve the Economic Development Commission minutes of May 3, 2018, seconded by Steven Levy. **The motion was passed.**

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

- a) **Germantown Economic Development: Meetings Update**

Ms. Lisco stated that workforce is a significant topic of conversation. At a recent TVA meeting, they shared information from an Area Development poll of site selectors. It asked what the top concerns and issues are in the projects they are working and the companies they are working with. It changes some each year, but the top four include availability of skill labor, labor costs, market proximity/new markets, and tax concerns. Notice that workforce and labor is high on the list which ties with GMACW's presentation tonight.

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

We will come back to the report if there is time following our guest's presentation.

- c) **Germantown Area Chamber of Commerce:**

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

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

4. Guests:

Pauline Vernon, Interim Executive Director from Greater Memphis Alliance for a Competitive Workforce (GMACW) made a presentation. We were formed in 2015, after a two year study that was headed up by the Brookings Institution about what Memphis needs to look like and do in the 21st century. That two year study resulted in the Metropolitan Business Plan for Memphis and Shelby County Regional. In April of 2017, we joined under the Economic Development Growth Engine (EDGE) umbrella. We are still a 501-c3 with a three member board. Our vision is to provide employers access to the talent they need to compete and give people access to the skills they need to get a good job. The mission to accomplish this is by driving better alignment between training and education programs with employer's skill requirements. We do have a younger than average population over the metropolitan area. GMACW is called a Workforce intermediary, which means we are not out there delivering the training program or setting up schools, we work with partners - it's their mission. We are playing the long term pipeline development, school development. We work with employers to connect them to the schools. Our compass has four points/functional areas: The first one is workforce data - with the latest labor market information, education pathways brings employer to the table first, like how do we solve this problem or address this issue, and we need your input. Then we look at what are some specific skills, programs, or opportunities for innovation where we can do something different and unique, but we can bring it to scale through the region. Finally, resource development training programs aren't cheap. We do whatever we can to bring external resources here with several major grants.

Mr. Levy asked is their presentation done by your organization directly to the high school students from 9th to 12th grade in every single public school? Is there any coordination with the employers?

Ms. Vernon answered from my organization - probably not to the high schools. But we work with the high schools. We provide them information for the next step and the colleges for where they need to go. We go to job fairs whenever they have high school students coming in. Yes, there is coordination with employers.

Ms. Lisco stated there is a coordinated effort between GMACW and GMSD's superintendent.

Ms. Vernon stated Ms. Lisco is talking about the Pathways Tennessee where students aren't graduating from high school with an idea to go into some kind of career. We are trying to get them early in the pipeline; letting them know about careers through outreach from employer. Also, getting employers more actively engaged in those activities. Once students have short term training they can get a well-paying opportunity or career, shortly after high school. Starting with workforce data, one of the first things we did was a comprehensive labor market study in 2016, and that study is on our webpage. It is 350 pages long. We had 150 employers were actively interviewing, and had focus group meetings with them. Then we took their information and analyzed it. Also, interviewed over 450 individuals who were looking for jobs and education, so we asked them what is the barrier that is preventing you from getting there. For Pathways Tennessee we focused on were: advanced manufacturing, transportation distribution and logistics warehouse, science technology, architecture and engineering construction, heavy equipment, health science, finance and business, and information technology. We also work with Memphis 3.0 Vision Planning Pathway Tennessee program, and the State of non-profit sector report. Also, we work with non-profit and that's a major sector here in the mid-south region. They include over 44,000 employees with a 1.7 billion dollars payroll.

Mr. Levy asked do you coordinate with the Boys and Girls Club Learning Academy?

Ms. Vernon answered yes we do.

Ms. Vernon stated in 2017, we actually got a small grant from the State of Tennessee Chamber of Commerce, and it's called (What's so cool about Manufacturing). We had 16 middle schools that we partnered with, and connected those eighth grade classes with 16 manufacturing companies here locally. We gave the students go pro cameras where they went out interviewing, filming, and directing. There were 114,000 votes cast here in this region for those 16 different videos. Germantown Middle School won.

Mr. Park asked is your biggest challenge getting the awareness to the kids in the school?

Ms. Vernon answered yes; it is getting the awareness out there now. We have programs that are from a four year grant; we have increased capacity by 40% in a lot of those programs.

5. New/Old Business:

Ms. Lisco reminded everyone that just sending a note to Germantown businesses is helpful too. I saw Jay Myers owner of Interactive Solutions - a Forest Hill Heights business, in the news, and sent him a note. He sent a couple of his books back to me with a message that he appreciated the note.

Ms. Lisco asked if anyone had any business visit reports? There weren't any.

Chairman Klein stated there is no food truck ordinance in the City of Germantown. I would like to ask The EDC to gather your thoughts down on paper, on what's important on such an ordinance.

Mr. Levy shared his observations and concerns on food trucks and the City's lack of an ordinance.

Ms. Lisco stated you have received a memo from Cameron Ross. He is out of town right now. He has also included what the City of Memphis has as far as their ordinance, as it relates to food trucks. It is sort of a starting point for some research. The ultimate thought here is for the EDC to weigh in on what makes sense or maybe what doesn't. Then, the EDC can make a recommendation to the Planning Commission, who works with ordinances, to say "this is what the EDC thinks makes sense".

Chairman Klein announced the July 5, 2018 EDC meeting has been cancelled.

6. The next EDC meeting will be on Thursday, August 2, 2018, at 5:30 p.m.

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