

ECONOMIC DEVELOPMENT COMMISSION

Thursday, August 2, 2018

Klein Conference Room

1920 South Germantown Road

The regular meeting of the Economic Development Commission (EDC) was held Thursday, August 2, 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, Janie Day, Bo Adams, Alderman John Barzizza, and Brian Pecon

GUESTS: Aaron Stewart, Senior Consultant, West Tennessee – Tennessee Valley Authority (TVA)

ABSENT: Keith Saunders

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 June 7, 2018:

Chairman Klein stated the first order of business is the approval of the minutes for June 7, 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 June 7, 2018, seconded by Brian Pecon. **The motion was passed.**

3. Reports/Monthly/Quarterly:

a) Germantown Economic Development: Meetings Update

Ms. Lisco stated she attended the Southern Economic Development Council (SEDC). It's a regional meeting for economic development professionals to learn about best practices, trends, and find out what other communities are doing. A major theme has been workforce. The Tennessee Department of Economic Community Development had a workforce representative on a panel, and they talked about a new effort called P20 Connect which is a system that includes data from seven different agencies in Tennessee in order to drive policy and change. P20 Connect should keep people in the workforce from falling through the cracks, and make sure programs are effective. There was a legal panel to discuss the impact Tax and Jobs Act is having on business decisions. They also talked about Opportunities Zones Germantown does not qualify, but Memphis did submit census tracts for that. They talked about projects are now trending more toward heavy capital investment and less toward jobs. They stressed these would be high paying jobs and fewer than traditionally seen with big projects; which generally does not align with a lot IDB's incentive programs.

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

- i. Central Business District (Smart Code) – Athleta opened on Tuesday. The Beer Garden is doing very well in Saddle Creek. Trader Joe's is getting closer every day. We have approved a sign for the Container Store next door to Trader Joe's. Thornwood celebrated the buildings being dry inside with all the windows put in on Wednesday.
- ii. East Poplar Avenue (at Forest Hill-Irene) – HomeCentric has made their way+ through the approval process. It's similar to HomeGoods and TJ Maxx store.
- iii. West Poplar Avenue District (Smart Code) – The hotel had a little delay as their construction contractor went bankrupt. They have signed a new contract with Montgomery Martin Contractors.

- iv. Wolf River – Campbell Clinic has finished their construction review. They had a development agreement approved by the BMA, and will start turning dirt next Tuesday on their 120,000 square feet expansion. Avenida Senior Living across the street is in their second construction review, and we hope to take them to the BMA on August 27.
- v. Forest Hill Heights (Smart Code) –We have seen a lot of interest in the last sixty days for new office space, and retail users in the Forest Hill Heights area.

On Wednesday, there was meeting at Houston High School with their Career Technology Education teachers about working with Epicenter.

c) Germantown Area Chamber of Commerce:

2018 Chamber Golf Classic

This year the golf classic was held Monday, June 11, 2018, at Windyke Country Club. We partnered again with Susan G. Koman, and raised over \$7,500 for the non-profit. We had 35 teams. Our title sponsor was Collierville Auto who does plan on being the title sponsor again in 2019. They brought 4 cars to display including the new MOKE. They sold 2 MOKES that day, and more cars that week as a result of the cars being at the tournament. Other income came from selling the 15 baskets made up of spa baskets, and lottery ticket baskets, etc.

Taste of the Town 2018

Taste of the Town is Saturday, August 25th at The Great Hall and Conference Center. This year a portion of the Live Auction proceeds will go to Germantown Kiwanis for their college scholarship program for the 2018-2019 school year. Brandy Miller, Don Eye, and 26 others will be volunteering at the event. The restaurants this year include Babalu, Frost Bake Shop, Milk Dessert Bar, Indian Raw Pass in Overton Square, MemPops, Owen Brennans, Doc's Wine and Spirits and More, Strano, Stix, Bonefish, and Farm Burger, just to name a few. Live Auction items include trips to Costa Rica, London, Sonoma Valley, Montreal Canada, and many more choices. Ask me more if you are interested!

Night Rider

This family event is Saturday, October 6, 2018, at Cameron Brown Park and riding down Wolf River Boulevard and back. We will partner again with Parks and Recreation. Our Title Sponsor is Germantown Church of Christ for the 3rd year. The participation fee goes to Parks and Recreation for the after school program called REACH.

Mayor and Alderman Candidate Forum

The Germantown Area Chamber of Commerce is hosting a Mayor and Alderman Candidate Forum on Wednesday, October 3rd at Houston High School in the auditorium with live streaming on Channel 17. The moderator is Richard Ransom. The evening event is sponsored by AT&T. The time is being discussed as we speak, but it should be around 6 p.m. We are inviting all candidates for Alderman and Mayor. So once all of these have qualified and pulled, we will invite all of them to attend.

- d) Germantown IDB:** Ms. Lisco stated the IDB has not met. There is a scheduled meeting on August 16, 2018.

4. Guests:

Aaron Stewart, Senior Consultant, West Tennessee – Tennessee Valley Authority (TVA) made a presentation. I have been with TVA for eight years, and I worked the Economic Development Director for the Chamber in Wynne, AR about 10 years ago. In the last 18 months, I have been really impressed with Marie Lisco and Cameron Ross. They represent Germantown well. Ms. Lisco has attended several of the events we've hosted. TVA was created in 1933, for three reasons; energy, environment, and economic development. Bill Johnson, our CEO says we are an economic development agency that sells electricity. We are owned by the government, but we get no money from the government. That stopped for the power system in the 1950's. We get money when our 154 local power companies like MLGW and electric coops pay their bill to us; after all of you pay your

bills to them. We serve 10 million people across our seven state region. We are really proud of the 99.999% reliability? We have over 16,000 miles of transmission lines. The big heavy electric structures that you see in south Memphis are more often than not going to be MLGW. MLGW owns a lot of transmission lines with large towers. As the Economic Development group, we have three main goals; track, engage, and serve. We recruited two Google data centers and a Facebook data center within the last 18 months. A McDonalds or Wendy's is about 250 kilowatt demand.

Mr. Levy asked is there plenty of sufficient capacity that would not require the construction of additional power generators? Is there enough in the system to accommodate this much Economic Development?

Mr. Stewart answered yes there is.

Ms. Lisco stated that technical services is one area where our relationship with TVA is really great. They prepare conceptual site plans for communities and working projects have done it for us with a 48 hours deadline they communicate information well. They are working with the latest technology such as drones for a better way to show sites to prospects where they don't have to be there, and can use Ipads to see a site from the drone footage they capture.

Mr. Stewart noted we are experimenting with Ipads as well as glasses. So you could walk out and stand in middle of a business site or industrial site and put on the glasses or Ipads and look around.

Mr. Levy asked where are you seeing it here or nationwide, involving block chain and the tremendous power that sectors are requiring.

Mr. Stewart stated it's something we are working through literally right now.

Ms. Lisco stated that she hoped this opened you up more to what TVA does; beyond just what you know about power. It's been awhile since we had TVA here with this group, and the group has changed so much it seemed like this would be a great opportunity. They are really a great partner with the City, and have great resources they share with us.

Ms. Geyer stated it has been my experience that the TVA website is very informative, and has a lot of great data and statistics on it.

5. **New/Old Business:**

Chairman Klein noted at our last meeting in May, Cameron supplied us with some information about a proposed food truck ordinance. I don't know if anyone has really taken a look at since then. If you have and you have anything to say about it, now is the time. If not, please go over it again. He asked Ms. Lisco to send it around again, to refresh everybody's memory.

Ms. Lisco noted it's the white paper sent out in June. You can email your comments to Cameron Ross or Marie Lisco.

Alderman Barzizza asked to be copied on it.

Mr. Ross stated our intent is that if there are no major concerns from the EDC on the tax amendments as it relates to food trucks, to move forward with the ordinance amendment process starting at the September Planning Commission Subcommittee meeting. So it can come to the Planning Commission in October. At that same meeting, we are planning on moving forward with a small cell ordinance adoption that will be based on legislation which was passed at the State level. We don't have much of a choice on these things coming into our community within the right of way. So we are working with our cellular providers to make sure what they do bring in is the best "Germantown" way possible which includes aesthetic guidelines. That is part of the little bit of latitude that the State gave us with legislation. We can adopt an aesthetic plan that references back to the way these poles look.

Small microcell sites, by State allowance, in commercial areas can be up to 60 feet tall and in residential areas; they can be up to 40 feet tall.

Alderman Barzizza asked what prompted this? Are we getting some feedback in regards to food trucks? How is that being handled in Memphis currently? Has Collierville done anything along this line?

Mr. Ross stated we are getting requests for food trucks to go in certain places, and right now the ordinance is silent on food trucks. The white paper references that it basically allows ice cream trucks to work. The ordinance land use approval, as it relates to zoning, is simple. It's really the tax collection and business licenses that are the challenge. In Memphis right now, I believe they collect taxes and food truck licenses as well that's administered through the Shelby County Health Department. But it doesn't necessary apply to Germantown since most of them are registered as businesses in the City of Memphis. Trying to get them to register as a business in the City of Germantown would be difficult. The white paper I did was a review of our ordinance and ability. I can go back and double check with our surrounding municipalities to see how they dealt with it.

Mr. Levy asked how we can be proactive rather than reactive? How do we regulate it by Germantown standards, and is there a way to modernize it? If we can get food trucks to actually register here, then we can collect the sales tax wherever they sell their food product.

Mr. Ross noted we have tried pilot projects with Saddle Creek thinking if we encourage the food trucks to work with Saddle Creek, maybe they will consider brick and mortar location in that area. We have worked with them in that regard. A portion of the sales is donated by the food truck vendor to a charity within the City of Germantown.

Alderman Barzizza noted when someone has an estate sale; it is very hard to collect taxes.

Mr. Ross stated on the Germantown standards, it's where the food trucks can operate, and what kind of signage they can put out. We don't want any banners or a flag. You have to get permission from the shopping center to bring food trucks in.

Chairman Klein stated I wish everybody would come back next month with a list of what should go in Germantown; what we don't have, like restaurants, retail stores, services, and etc.

Mr. Levy made an announcement for August 11 stating that the Boys and Girls Club of Memphis Tennis Tournament has become a huge fundraiser. They raised over \$180,000 last year.

Ms. Lisco stated if we have any business visit forms from companies in our community or elsewhere, please email, deliver your form, or take a picture and text it. If you need more forms, I'm happy to provide them to you also.

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