

ECONOMIC DEVELOPMENT COMMISSION
Thursday, September 6, 2018
Klein Conference Room
1920 South Germantown Road

The regular meeting of the Economic Development Commission (EDC) was held Thursday, September 6, 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, Rick Towne, Sidney Kuehn, Jeremy Park, Janie Day, Bo Adams, Keith Saunders, and Brian Pecon

GUESTS: Ordis Copeland, TN ECD

ABSENT: Steven Levy, Janet Geyer, and Alderman John Barzizza

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 August 2, 2018:**

Chairman Klein stated the first order of business is the approval of the minutes for August 2, 2018. If there were no additions, corrections or deletions to the minutes, he would entertain a motion for approval.

Rick Towne moved to approve the Economic Development Commission minutes of August 2, 2018, seconded by Keith Saunders. **The motion was passed.**

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

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

Ms. Lisco stated she recently attended a meeting by TVA presented by a site sector. Who talked about seven habits of highly effective sites for readiness.

The Memphis Chamber hosts the Blue Carpet Tour every year where they invite site sectors from all over the country to come and tour the region. They had a really good turnout of 25 site sectors. They bring together all regional partners. The attendees toured two class A office spaces including TraVure to show them MAA's office. Eric Bolton, CEO of MAA spoke to the site sectors. They have offered to give a tour on October 4th at 9:00 a.m. If that is something you are interested in, I need a headcount as they have tight security. I will need to provide all the names of who is attending.

Mr. Ross and I went to a ULI meeting with Maurice Cox who is Planning Economic Development Director for Detroit. He spoke about the importance of place in connection with Economic Development. His presentation focused on what they have been doing since their bankruptcy in 2013, how they turned things around, and the lessons they learned. He made a comparison to the Memphis metro area with Detroit being the largest African American majority City, and Memphis being the second largest. He talked about their declining population over the last 50 years, the infrastructure decay, and the importance of a City's downtown. They have a Land Bank Authority and, have beefed up their planning staff from six people to 36. They are doing a plan around the riverfront where they made a point to connect to the neighborhoods nearby.

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

i. Central Business District (Smart Code) – Trader Joe's opens on September 14 at 7:30 a.m.

- ii. East Poplar Avenue (at Forest Hill-Irene) – HomeCentric signs have gone up, and will open their doors in the next six weeks. This is their 2nd store in Germantown. Rock and Roll Sushi is moving to Village Shops.
- iii. West Poplar Avenue District (Smart Code) – At the September 4 Planning Commission meeting, the phase 4 plan for TraVure was approved as modified. They came back and asked for a 2 story building instead of a 3 story building. It will provide retail/restaurant space on 1st floor, and office space on the 2nd floor and another 100 parking spaces.
- iv. Wolf River – Campbell Clinic is well under construction.
- v. Forest Hill Heights (Smart Code) – The Forest Hill Irene Road improvements starting September 7th will be done by August 2019. It's a five lane landscape median separated road which includes an upgrade water line. It will also include sidewalks and bike lanes.

c) Germantown Area Chamber of Commerce:

Taste of the Town August 25, 2018

This year was our 18th year for Taste of the Town. We had 26 food vendors including Doc's Wine and Spirits, along with Meddlesome Craft Beer and Flat Hat beer. John and Wanda Barzizza provided a number of bottles of wine for the silent auction. The Title Sponsor was First Tennessee Bank and Live Action Sponsor was Spectrum Lighting. The beneficiary from the Live Auction was Kiwanis for their scholarship fund. The Live Auction included 3 trips, jewelry from Sissy's Log Cabin, a Big Green Egg and more.

Night Rider Oct 6, 2018

This will be our 5th year for Night Rider. This event is a partnership with Germantown Parks and Recreation. The registration fee goes to Parks and Recreation for their REACH after school program. The Title sponsor for the last three years has been Germantown Church of Christ. Rockin Robin is the DJ who creates fun and excitement for the event with hula hoop contests for adults and children. Parks and Recreation is providing a bike to be given away again this year. We have free food and drinks coming from Taco Bell and several other vendors along with Marble Slab Creamery who is bringing their food truck after the bike ride.

2019 Germantown Magazine

We have begun reaching out to advertisers now for the Germantown Chamber magazine which will come out in February 2019. Our magazine is also produced digitally. The magazine sales are done by the chamber staff. This year our education section will feature all of our exceptional education schools. We will include a large section on Economic Development and the growth of the City.

- d) Germantown IDB:** Ms. Lisco stated the IDB has not met. The MAA lease is executed and Campbell Clinic lease is in the works to be finalized for their Retention PILOT. ThyssenKrupp Elevator Manufacturing Retention PILOT is in compliance. There is a scheduled meeting on November 15, 2018.

4. Guests:

Ordis Copeland, State of TN Economic Community Development in the Memphis region made a presentation. Our region is four counties: Lauderdale, Tipton, Shelby, and Fayette. There are three of us; Gwyn Fisher is the Director, and I support her. There has really been an effort that's come from Drive to 55 to identify the skills gap. The alignment between the people that we have doing the education of our workforce and industry needs are often times not matching up. Drive to 55 is an effort to get our workforce up by 2025, where 55% of people have some type additional certification by high school (a two year degree, TCAT, and Industrial certification) that will allow them to do the jobs by 2025 that will be the jobs that industry needs Drive to 55 includes several things, the Tennessee Promise (high school students have the 1st two years of tuition paid for them). They have to stay eligible in the program, and have to apply for FASFA to get any federal money. Then, the Tennessee Promise will pick up the rest if there is any tuition money that's needed. What's happened out of that, TBR has actually established a new position, and there are three working to be proactive in economic development. One of the things they have done is called TNTrained. This effort is taking

people from ECD, TCAT, community colleges, and higher ED, all throughout the TBR system. The federal Department of Labor is putting them in a class together and letting them help develop materials that will then be published on a website to help recruit companies.

5. **New/Old Business:**

Ms. Lisco stated if you have any business visit forms from companies here 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.

Chairman Klein asked if there was anything stirring on the food truck ordinance.

Mr. Ross answered we are prepared to take it to the Planning Commission.

Chairman Klein stated I asked everybody last month to make a list of what should go in Germantown; on what we don't have, like restaurants, retail stores, services, and etc. I haven't received anything from anybody yet.

Ryan Heimke stated he thought six months ago about approaching whoever runs the Google fiber lines to bring that to Germantown. We talked about attracting tech businesses and new businesses as its necessity for those guys.

Mr. Ross stated we work with our IT department as part of the City's Forward 2030 Strategic plan. We talked to a couple of fiber providers as part of small cell improvements. Basically, small cells are being forced upon cities due to the state legislature, and we are trying to figure out how to integrate them into our infrastructure in a way it doesn't result in a bunch of poles cluttering our right of away landscape. It will improve cellular service and capability. There is going to be a lot of fiber laid within the City in the next couple of years. It depends on who wants to capitalize on that fiber network in terms of bringing high speed data into houses and businesses.

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

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