

ECONOMIC DEVELOPMENT COMMISSION
Thursday, April 4, 2019
Klein Conference Room
1920 South Germantown Road

The regular meeting of the Economic Development Commission (EDC) was held Thursday, April 4, 2019, in the Klein Conference Room. Chairman Klein called the meeting to order at 5:30 p.m.

PRESENT: Jerry Klein, Brian Pecon, Janet Geyer, Keith Saunders, Jim Lefler, Andrea Baird, Alderman Rocky Janda, Steven Levy, Cliff Sulcer, Kristi Ransom, and Rick Towne

GUESTS: None

ABSENT: Janie Day, Bo Adams, and Ryan Heimke

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 7, 2019:**

Chairman Klein stated the first order of business is the approval of the minutes for March 7, 2019. 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 March 7, 2019, seconded by Mr. Sulcer. **The motion was passed.**

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

Andrea Baird made a presentation on Guerilla Marketing. Ms. Baird asked what are we going to do to entice, encourage, engage, and enhance, and what are some of the things we can think of as a group for Guerilla marketing. Guerilla Marketing: advertising strategy focuses on low-cost unconventional marketing tactics that yield maximum results.

Chairman Klein asked the group to send things you see while traveling that might work in Germantown to Marie Lisco or Cameron Ross.

Mr. Levy supported Ms. Baird's presentation remarks.

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

- i. Central Business District (Smart Code) – Thornwood has 90 units leased. Mantra Indian Grill is open. The Container Store will be opening sometime in the 4th quarter. Ulta is backfilling the old Petco. Nail Bar is getting close to opening in Saddle Creek. Moondance is on track for a late summer opening. A construction permit was filed for a Kohesian restaurant.
- ii. East Poplar Avenue (at Forest Hill-Irene) – Target is doing a remodel both outside and inside of the building which includes signage. Joann's is under construction.
- iii. West Poplar Avenue District (Smart Code) – TraVure: Hilton Garden Inn & Home2 Suites are under construction. Gill properties is in process of putting a fitness center in the MAA building. Carrefour is putting together some marketing material.
- iv. Wolf River – Planning Commission approved the zone change from residential to office for three new medical office buildings on 15 acres at the north end of the Fulmer property.
- v. Forest Hill Heights (Smart Code) – A daycare center is going through the process.

b) **Germantown IDB:** Ms. Lisco stated the IDB has not met since our last meeting.

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

Kristi Ransom shared information about some Chamber marketing initiatives including a short-form documentary (3-5 minutes) on PBS with Laurence Fishburne hosting it, and the Chamber magazine which has been mailed to all residents of Germantown, all businesses in Germantown, and to all Chamber member businesses not located in Germantown.

4. **New/Old Business:**

Chairman Klein asked if there's an update on the lot that is vacant in Thornwood at Exeter Road and Neshoba Road.

Mr. Ross stated that they're working with layouts.

5. The next EDC meeting will be on Thursday, May 2, 2019, at 5:30 p.m.

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