

CITY OF GERMANTOWN
ECONOMIC DEVELOPMENT COMMISSION

March 7, 2024

5:30 pm

The Economic Development Commission promotes vitality and economic stability ensuring our City remains a center for growth and innovation.

1. Call to Order: Chairman Bo Adams called the meeting to order at 5:30 p.m.
2. Roll Call and Establishment of a Quorum:
Members Present: Chairman Bo Adams, Matt Monteath, Cliff Sulcer, Bruce Meisterman, Melissa Kimbrough
Members Absent: Vice Mayor Mary Anne Gibson, Brandon Toney, Michelle Johns, Jabin Newhouse, Mark Ruleman, Janie Day, Dane Williams
Staff Present: Cameron Ross, Economic and Community Development Director
Staff Absent: Diane DeSanctis, Economic and Community Development Coordinator
Guests: Wendy Perkoski and Sandra Robinson, Leadership Germantown Members
3. Approval of agenda and minutes postponed to April meeting for quorum.
4. There were no citizens to be heard.
5. Guest Speaker: Bruce Meisterman, Writer, Author, Photographer and EDC member.
Bruce Meisterman shared his visit to the 2024 Grammy Awards Ceremony which was held at the Crypto Center Arena in Los Angeles on February 4th. Bruce presented a slide show of his photographs of the famous red carpet and of various artists and celebrities, including Meryl Streep, Dua Lipa, Jon Batiste, Stevie Wonder, Joni Mitchell (performed), Billy Joel (performed) and Grammy Award winners Miley Cyrus and Billy Eilish. Mississippi's own Bobby Rush (Best Blues Album) and Germantown's own Matt Ross-Spang (Production Engineer for Best Roots Gospel Album and Best Americana Album) as well as several other Memphis area artists who also received Grammy Awards. It was discussed how the energy of the festivities spill over into the hotel after parties, etc. and that it feels like a Memphis in May all the time. Bruce covered a lot of ground in Los Angeles, including spending time at a sound stage for a Disney show, a tribute to Paul Simon (not in attendance) and a host of other industry events. It was discussed that since Memphis has a huge music history, it's involvement in music has a positive effect on the City of Germantown as spill over from downtown hotels bring an influx of people into our City.
Cameron shared that the Germantown Performing Arts Center (GPAC) brings in over 150,000 people as pure economic development around entertainment. Paul Chandler, Director of GPAC has been asked to provide an analysis of the economic impact. With the inclusion of the Grove and of the other Micro events, GPAC was averaging around 850 people with local talent.
6. Chairman's Reports (Old Business):
Discussed that the EDC would continue to be an ambassador to businesses and conduct in person visits.
7. New Business:
April 4th meeting will be used to prepare for the extended Work Session Meeting in May.

May Meeting will be held on May 2nd from 5 pm to approximately 7:30 or 8 pm.
Pizza dinner provided.

- a. The action item goals and objectives under EDC mission statement to be discussed are:
 - Champion business retention
 - Proactive lead generators
 - Scout for local and out of market opportunities
 - Promote stability
 - Prioritize productivity
 - Support expansion
 - Market the unique attributes of Germantown
 - Advocate champion support

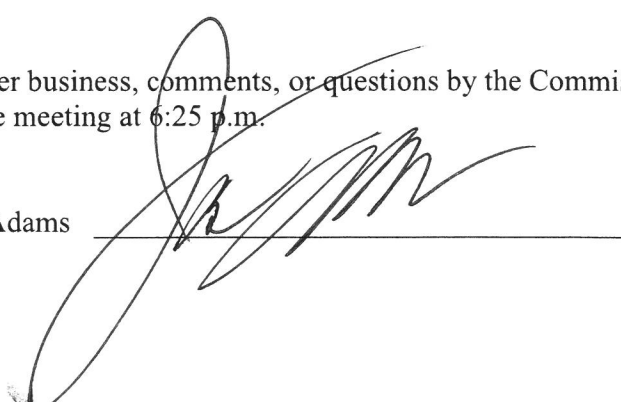
Emphasis is to focus on task and deliverables, true actions that lead to results, not just talking about the action items..

- b. Cameron discussed the spotlight interviews would continue with a new format direction and that he would be conducting the interviews.
Next spotlight filming will be with Melissa Kimbrough of Southern Avenue. The interview will include the evolution and growth of her business, from Southern Avenue to the new building at the heart of Germantown.
 - c. Diane to contact previously filmed spotlights with follow up questions – to gather data – regarding how much feedback business did they get from the spotlight, thoughts on the questions, what could we or you have done better, etc.
Melissa inquired about the City’s website location and whether the City and the spotlighted businesses are linked.
8. Diane to provide outline for April meeting regarding preparation and notice of extended May meeting.
 9. Discussion about possible guest speakers, led to discussion about having Germantown Police Department return to provide information about crime and that it would be nice to receive a monthly crime statistic report. Rebranded Mid South Development District, Reverend Keith Norman, Sr Servant Leader First Baptist Church and Jason Wexler, President of the Grizzlies are guests we’d like to have speak at future meetings
 10. Cameron shared that we had hoped to hear some tenant information regarding the Standard Phase 1 (former Carrefour) and that construction plans are being approved for the Standard Phase 2, a 10 acre, mixed use development with 300 housing units and 40,000 sf of retail space on the lower level. The City had recognized that sales tax dollars would be needed to supplement property tax dollars and that in the 10 years that Cameron he has been here, sales tax went from 5 million to 16.1 million.

Adjournment:

There being no further business, comments, or questions by the Commission, Chairman Adams adjourned the meeting at 6:25 p.m.

EDC Chairman Bo Adams



A large, stylized handwritten signature in black ink, written over a horizontal line. The signature is cursive and appears to be the name 'Bo Adams'.