

ECONOMIC DEVELOPMENT COMMISSION
Thursday, November 4, 2010
Blue Conference Room
1920 South Germantown Road

The regular meeting of the Economic Development Commission (EDC) was held Thursday, November 4, 2010, in the Blue Conference Room. Chairman Jerry Klein called the meeting to order at 6:00 P.M.

PRESENT: Susan Burrow, Chris Harrison, Alderman Carole Hinely, Rocky Janda, Jerry Klein, Charlie McCraw, Brian Pecon, Richard Remmert, Donald Robbins and John Wagner

ABSENT: Marc Johnson, Thomas Parzinger and Jeff Weesner

STAFF PRESENT: Andy Pouncey, Economic and Development Services Director
Katie Graffam, Economic Development Coordinator

MINUTES

A motion was made by Mr. Janda to approve the August 12, 2010 meeting minutes as approved. Mr. Pecon seconded the motion, and it was approved.

A motion was made by Mr. Remmert to approve the October 7, 2010 meeting minutes as approved. Alderman Hinely seconded the motion, and it was approved.

2010 COMMITTEE REPORTS

a. Project ArtFront

Mr. Pouncey reported to the commission that he will be visiting the two (2) art galleries in Germantown to understand their position on Project ArtFront. He will have a report next month.

b. Medical Device Industry

Chairman Klein updated the commission that Dr. Bares had been invited to make a presentation to the Board of Mayor and Aldermen at their annual retreat in January.

c. Business Visits

Ms. Graffam listed the visits that had been made by Chairman Klein and Mr. Remmert. Mr. Wagner asked what was the overall tone of the business visits. Mr. Remmert felt that most of his interviewees were complimentary of Germantown, but that most had signage issues including Methodist Germantown which preferred a red illuminated Emergency Department sign. Chairman Klein echoed that sentiment.

d. Famers' Market

Mr. Wagner reported that the market closed for the season. According to Mr. Wagner, the vendors were eager to re-open in the spring. Mr. Pouncey requested his attendance at the December 13, 2010 Board of Mayor and Aldermen meeting to present a farmers' market report.

e. Chamber liaison – Charlie McCraw

Mr. McCraw relayed to the commission that the Chamber had just conducted its annual retreat. Selected 2011 goals include increasing membership and offering more consistent events. The next Chamber event will be the Holiday tour of Homes on Saturday, November 20, 2010 with a preview night held the evening prior.

f. Planning Commission liaison – Susan Burrow

Ms. Burrow reported that the Planning Commission did not meet in November.

ECONOMIC AND COMMUNITY DEVELOPMENT (Projects In Progress)

Ms. Graffam had no report as there were no projects in progress.

EDC BUDGET UPDATE

Ms. Graffam gave an accounting of the FY11 EDC budget. With projected expenses allocated, the EDC should have a budget excess of over \$1,900 at the end of the fiscal year.

OLD BUSINESS

Ms. Graffam requested RSVP's for the commission dinner on Thursday, November 11, 2010. Chairman Klein discussed the disproportionate representation of other areas of the state of Tennessee based on an email blast from the Department of Economic Development from the State. Mr. Pouncey informed the commission that the suburban municipalities aligned to present a cohesive economic development strategy to the new Shelby County Mayor, Mark Luttrell, in hopes of his support during his administration.

NEW BUSINESS

Mr. Wagner commented that as consolidation was recently defeated, he felt that Germantown should get more involved in the economic development of Memphis. Mr. Pouncey invited him to the next Existing Business Team meeting of the Greater Memphis Chamber. Ms. Graffam discussed the vacancy rates for retail and office that were distributed in the commissioners' packets. Mr. Wagner commented that the rates appeared to be a dramatic improvement from two years ago. Mr. Robbins asked the commission how Germantown measures the success of economic development because he felt the success of Germantown was tied to the smaller- and home-based businesses. He questioned the commission if they agreed that a more aggressive program that spotlighted small businesses would be helpful in terms of economic development. The commission agreed and asked Mr. Robbins to create a proposal for the commission to discuss next month.

Chairman Klein thanked Alderman Hinely for her devotion to the EDC and wished her the best in her future endeavors. Alderman Hinely relayed that she is looking forward to other opportunities as she transitions out of public office.

ADJOURNMENT

There being no further business, the meeting adjourned. The next meeting will be December 2, 2010.