

ECONOMIC DEVELOPMENT COMMISSION
Thursday, May 5, 2011
Blue Conference Room
1920 South Germantown Road

The regular meeting of the Economic Development Commission (EDC) was held Thursday, May 5, 2011, in the Blue Conference Room. Chairman Jerry Klein called the meeting to order at 6:00 P.M.

PRESENT: Jerry Klein, Brian Pecon, Greg Marcom, Donald Robbins, Marc Johnson, Wanda Richards, David Rea , John Wagner, John Walker and Charles McCraw

ABSENT: Chris Harrison, Rocky Janda and Susan Burrow

STAFF PRESENT: Andy Pouncey, Economic and Community Development Services Director

A quorum for tonight's Economic Development Commission meeting was established.

MINUTES: The March 3, 2011 and April 14, 2011 minutes were approved.

OLD BUSINESS: Project Art Front – Jerry Klein met with Tania from GPAC who is in favor of putting the artwork at GPAC and in the store front windows of vacant retail buildings. Jerry Klein will meet with Alderman Billingsley soon. Jerry Klein noted he would have a report from ArtFront at the next meeting.

NEW BUSINESS: 2011 COMMITTEE REPORTS

a. Economic Development Strategy (Chris Harrison, Marc Johnson)

The Strategy will begin with Vision 2020 and align with the four basic goals: (1) Business Development (2) Home-Based Businesses, (3) Heart of Germantown, and (4) Medical and Healthcare. We will update our website with the new brochure information for shop Germantown. Julia Goebel from Go To Consulting is working with us on a Business Survey on line with 10 or 12 questions. We will get the results within a month. Another target is to conduct one promotion strategy each quarter. Last year we would go out and have breakfast with a whole center. They would come out and tell us their concerns without the management attending. You may also call the sidewalk sale a promotion strategy. The target is to visit five (5) businesses each month, in the past we have a record of visiting four businesses each month.

Jonathan Smith and Wade Morgan have been working on a Bicycle plan with the MPO. The target is to reduce accidents by 10%. We want to get a list of the healthcare services in the City and fine out what they offer. We need to promote home-based businesses and the target might increase the number of business licenses.

b. Home-Based Business (Donald Robbins, Wanda Richards)

Donald and Wanda now have a list of 627 Germantown home-based businesses with business licenses (fee \$15.00). They brought copies of the code ordinances from Franklin and Collierville, TN. We need to work closely with the Neighborhood Preservation Commission. Home-based businesses need a Germantown business license.

c. Smart Growth Area (John Walker, John Wagner)

John Wagner stated the Farmers Market is starting May 14, 2011 from 7:00 a.m. to noon, every Saturday until October 2011. They will be adding new vendors. John proposed to ask if we could have a half hour

meeting with the contractor for Poplar Avenue Widening about relieving the traffic congestion. TDOT started work on Poplar Avenue Widening Improvement project from Miller Farms to Dogwood about a month ago; the project will continue for 12 to 15 months (June 2012). Alderman Marcom noted they had a meeting with Jonathan Smith who is working with TDOT on retiming some of the traffic lights.

d. Medical Device Industry (Brian Pecon, David Rea, Rock Janda)

The Economic Development Commission is in favor of pursuing the medical device incubator with Bio Works in Germantown. The next move is to schedule a one-day trip to Franklin, TN. They have something very similar to the Bioworks Foundation.

e. Retail/Business Centers (Andrew Pouncey)

There were no business visits this month.

f. Planning Commission Liaison (Susan Burrow, Mike Harless)

There was one issue on the May Planning Commission for a new subdivision (PUD) that was approved: Elysium Planned Unit Development (PUD) Outline Plan for single-family residential development. We met today with Brookdale single living who will be managing the Dogwood Ridge.

OTHER: At the Business Expo, there were 96 businesses. The numbers were down due to the weather. Last year 108 businesses were there. (Cavalier Cleaners and Garibaldi's Pizza were the two recipients of the Business Award for 25 years). The sidewalk sales are the next big event for the Germantown Chamber of Commerce and the City starting in July.

ADJOURNMENT

There being no further business, the meeting adjourned. The next meeting will be June 2, 2011.