

ECONOMIC DEVELOPMENT COMMISSION
Thursday, August 4, 2011
Blue Conference Room
1920 South Germantown Road

The regular meeting of the Economic Development Commission (EDC) was held Thursday, August 4, 2011, in the Blue Conference Room. Chairman Jerry Klein called the meeting to order at 6:00 P.M.

PRESENT: Jerry Klein, Brian Pecon, Chris Harrison, Rocky Janda, Marc Johnson, Wanda Richards, David Rea, John Wagner, Greg Marcom, Charles McCraw, Susan Burrow and John Walker

ABSENT: Donald Robbins and Andy Pouncey

STAFF PRESENT: Marie Burgess, Planner and Pam Rush, Administrative Secretary

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

MINUTES: The June 16, 2011 minutes were approved.

OLD BUSINESS: Project Art Front – Jerry Klein met with Tania at GPAC with an update on Project Art Front. She is still in favor of putting the artwork at GPAC and in the storefront windows of vacant retail buildings. Jerry noted he would have a final report from ArtFront at the next meeting.

Teresa Rando from Germantown Frame and Rando Gallery stated their shop does both art and framing. If you approve this project, we would have to charge a 30% minimum mark up and add 10% more for tax. We are struggling with the fact the City of Germantown is in competition with businesses in the area. The City does not have to charge tax for selling goods and that is 10% right there. The last discussion we had with GPAC was they were only going to charge 10%, so a customer can get 20% less than what I can sell it for. I think that is an unfair advantage for the City. She is here to oppose the Art Front Project.

Mr. Klein noted we will get in touch with you when we have the terms together for the project next month. If you want, you can put any of your artwork in any storefront window of vacant retail buildings.

NEW BUSINESS: 2011 COMMITTEE REPORTS

- a. **Economic Development Strategy** (Chris Harrison, Marc Johnson)
The motion to approve the adoption of the Economic Development Strategy was passed.

John Wagner asked about the supporting strategies to be able to market Germantown to the world. In looking at the publicity around us such as the Germantown News and Commercial Appeal. Who would have this responsibility? Jerry Klein state at this point it is going to rest with the ECD staff and Germantown Chamber (Andy Pouncey, Marie Burgess and Pat Scruggs). Rock Janda has offered to print the tri fold/pocket folder brochure on our behalf. Mr. Wagner noted what he was referring to is not the pamphlet, but the ongoing ear to the ground and listening to the neighborhoods for what is changing and coming up that's exciting about Germantown.

Rock Janda stated he would print the tri fold brochure about Germantown. He noted we need something like a pocket folder to. Jerry noted Stacey Ewell is our Marketing Communication Manager who could help us with this issue.

Greg stated he met with the Public Safety Committee about the Germantown Bicycle Facilities Plan, which is moving forward with the BMA. We had a gentleman from the Peddler Bike shop who said he could help in any way we needed. He told me his sales are doing great. Due to the opening of the greenway in Memphis, he will be expanding his business. We need to consider businesses that can tie into the greenway and market that.

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

Jerry noted there were four incidents of complaints without licenses on home-based business. Donald and Wanda now have a list of 579 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. Greg said he Google search just for a map and it brought up businesses that were in those neighborhoods. We could check to see if the ones on the map are paying taxes.

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

John Wagner stated the Farmers Market started May 14, 2011 from 7:00 a.m. to noon, every Saturday until October 2011. The Farmers market is doing very well. Most of the vendors are sold out before noon. The Farmers market is here to stay.

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

Brian is trying to set a date for the third, fourth or fifth week in August, for our sub-committee (Brian Pecon, David Rea, and Rock Janda) to meet with Franklin, TN (Cool Springs Life Sciences Center) area representatives who have developed a similar program. This will also work better for the Williamson County Agency per Matt Largen the agency Director. Jerry stated Andy, David and I got together a week ago and talked about holding a medical practice manager hospital management breakfast where the entire medical stakeholder will come together and talk about things with a mutual interest. David noted the medical field is not a great deal different from a lot of other industries. Doctors and administrator are looking at the local and state governments to establish liaisons with the medical community about what is happening and how that will fold out of a certain time period with the new health insurance reform.

e. Heart of Germantown (Andrew Pouncey)

Germantown continues its focus on public infrastructure, staying ahead of the entry of the private sector.

f. Retail/Business Centers (Andrew Pouncey)

The target is to visit five (5) businesses each month. In the past, we have had a record of visiting four businesses each month. Marie reported that Andy had a couple of visits this past month (Internal Medicine, Shops of Forest Hill and Carrefour).

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

1) Solana is under construction. The dirt from this site is being use for the Wolf River Boulevard project. It is an independent and assisted living facility with 182 units (103 independent living, 52 assisted living), dining facilities, and other amenities. It is scheduled to open in the fall of 2012, and they are on schedule.
2) Elysium Planned Unit Development (PUD) Outline Plan for single-family residential development. Just received outline plan approved for 47 lots (single family), 3 estates lots, village, cottage, and neighborhood manor lots. It will be a gated community with private streets.

- 3) There has been an inquiry about Firestone building on a lot across from Germantown Baptist Church, a very preliminary discussion.
- 4) September Planning Commission: Ordinance for pool equipment that cannot be in side yard must be in backyard by the ordinance current. The ordinance making provisions for pool equipment in the side yard for the September Planning Commission filing deadline is tomorrow. The Baptist Cancer Clinic is looking at the former Wal-Mart site. Discussions are preliminary.

OTHER

Charles McCraw noted it is a little early to give any feedback on the Sidewalk Sales. The Mayor stated it would be six weeks to fine out the numbers for the tax. It was a big success with a lot of traffic. Reports indicated Saddle Creek shopping center being full better part of Friday and Saturday.

Greg Marcom said the weekend of August 5-7 is a no sales tax weekend for Tennessee. On sales tax weekend, the state holds us harmless and pays us the sales tax that is generated that weekend in this community (\$35 million dollars in sales that month alone is a lot of money for 42,000 people). That is why it is so important to shop Germantown. The Apple Store, Chick-Fil-A, McDonald's and the grocery stores bring in a lot of money each month.

Susan Burrow asked if there is any way we could have an "Eat in Germantown Week". This would make people more aware of what is available and it would bring in a little more income for our businesses. The traffic situation is not helping, with local restaurants not staying busy.

Charles noted the Chamber of Commerce has the Taste of the Town on September 25, 2011. It is designed to showcase restaurants that are members of the chamber.

Marie Burgess noted the Poplar Avenue Widening Project would be completed in the summer of 2012. They got a little behind schedule due to survey errors. Also, they are doing utility relocation work at night to lessen the congestion. The utility poles will be relocated, next and they are also installing some drain pipe.

John Wagner asked about the 7 to 8 enhancements work that the ECD board suggested for the Poplar Avenue Widening about 4 to 5 years ago, that would greatly improve Poplar Avenue. We went to Nashville on this plan and were told they would consider the changes. Who is tracking this development with TDOT?

Marie noted Jonathon Smith is our traffic engineer and working with TDOT on the schedule and plans.

Marie noted that Wolf River Boulevard is on schedule for the summer of 2013 to be completed. There are still some trees to be cleared and they are starting preliminary bridgework. Farmington Phase II will start March 2012 at Allenby Road to Germantown Road and will include sub-base asphalt, grading and repave/restriping.

David Rea asked about Wolf River Circle, which is an entrance into a medical complex with about 25 to 30 offices and buildings. We have had several head on crashes on Wolf River Boulevard with cars trying to make a left turn. Are there any plans to put a traffic light at this intersection of Wolf River Circle and Wolf River Boulevard? Once every three weeks there is an accident with injuries.

Suzanne Tagg stated she was here to support Teresa Rando and mentioned some items about Germantown: 1) Shop in Germantown, 2) Greenway, 3) Farmers Market, 4) Empty storefronts, 5) Promote business, and 6) The historic district gets looked over a lot.

ADJOURNMENT

There being no further business, the meeting adjourned. The next meeting will be September 1, 2011.