

ECONOMIC DEVELOPMENT COMMISSION
Thursday, September 1, 2011
Blue Conference Room
1920 South Germantown Road

The regular meeting of the Economic Development Commission (EDC) was held Thursday, September 1, 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, Marc Johnson, Wanda Richards, David Rea, John Wagner, Greg Marcom, Susan Burrow and Donald Robbins

ABSENT: Rocky Janda, Charles McCraw and John Walker

STAFF PRESENT: Andy Pouncey, Director Economic Community Development and Marie Burgess, Planner

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

MINUTES: The August 4, 2011 minutes were approved.

NEW BUSINESS: Economic Development Brochure Presentation (Jerry Ehrich)

Jerry Ehrlich from The Brand Squad made an Economic Development Brochure Presentation. He created a logo brand for GPAC with a logo for the website.

Germantown Economic Development Commission Preliminary Communications Proposal Overview:

In order to attract and promote the benefits of locating business to Germantown, the City and Economic Development Commission are interested in exploring options to best communicate/promote the strengths of the City to businesses considering moving to the area. Currently, no such materials exist in print, video or online. Other than personal letters and some economic data sheets, Commission members and City officers do not have a method to present the Germantown "brand" to business prospects. Upon review, other suburban communities have varying levels of professional materials that promote their city's unique characteristics.

Recommendation:

Develop a "Germantown Economic Development Commission Brand." This would consist of a Germantown Economic Development Commission logo and a brand consistent look/feel on all materials. Each communication from Germantown Economic Development Commission should be recognized as coming from the same organization PLUS provide a cohesive message and graphic identity on everything seen by both internal and external audiences. Vibrant communities look successful through their brand image. Businesses want to partner with entities that project strength, quality, integrity and financial success. Developing a strong brand helps convey these attributes and many more.

Implementation:

Below are the communication materials that should be initially considered:

Logo (including Germantown Economic Development Commission letterhead, envelope, etc.)

Capabilities Brochure (establishes brand personality and look/feel)

- Contains overview of everything the City has to offer
- Utilize pockets for letters, proposals, specialize economic data

Custom Page Template for Capabilities Brochure

- Provide pre-printed template with brand identity that can be printed on laser printer for custom presentations/proposals.

Web Site (develop content to add into current City web site)

- Content is short version of capabilities brochure
- Detailed economic data info can be accessed via password, drop-down menu, etc.

City Promotion Video (use for meetings, online, trade shows, disc in capabilities brochure)

- Video provides advantage of showing the "life" of the City through action and sound. Video would include scenes of activities around the City including interviews from Mayor, Germantown Economic Development Commission, business execs who moved their businesses to Germantown, pertinent economic data, etc.

Greg Marcom said our current tag line for the City is excellence everyday. We need to show that in our presentations. The website needs to be tied in with it, so you do not have to present disks.

The motion to approve the Germantown Economic Development Commission Preliminary Communications Proposal was passed for the Brand Squad.

OLD BUSINESS:

a. Art Front Business (Jerry Klein)

Teresa Rando from Germantown Frame and Rando Gallery gave a presentation. The motion to approve the Art Front Project failed.

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

Andy noted there were four incidents of complaints without licenses on home-based business. All Home-based businesses need a Germantown business license (fee \$15.00). The data base map is complete and will be updated quarterly/cleansed yearly.

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

Brian Pecon, Marc Johnson and Marie Burgess made a visit to Franklin, TN (Cool Springs Life Sciences Center, Williamson County) to talk about the incubator device. **Brian** - A good way to look at who's involved in these kinds of things and how they're done. Up in Cool Springs, which is part of Franklin, which is part of Williamson County, I personally had a lot of questions about: What's the City expected to do? What's the county going to do? Who's behind this? How is this organized? Well, I'm just going to cover this very, very quickly. That's their initial facility right now which is about \$5 million dollars worth. It is about 22,000-23,000 square feet. Therefore, this isn't something small. We met with the Director of Economic Development for Williamson County, marketing director, the prime developer, and a tenant. **Marie** - Jim with Biomimetic. **Brian** - There's an incredible amount of information that we got. They're on the website. I wasn't going to go into, "Here's the web address" and all that. However, we need to come back to you all with some kind of a recommendation which might fit into what we might see logically happening, and that's not going to be covered tonight. We're going to have an expanded meeting, and David, I don't know if you'll be able to continue helping, I hope. It becomes very evident when you're talking with people in the medical world like that, that none of the three of you: Marc, Marie, and I. **Marc** - Learned about protein chains. **Brian** - What we found out too is that their world is not strictly medical devices. It's into a number of other fields especially in this smaller building. They've got two more planned, and this is phase one that they're involved with. However, I'm not going to go into that in any detail. But I think it's important from some of the, I guess, geography and the way they worked out this over probably about a five year period. I mean, this is not

something that, "Hey, let's get a couple of people together and get some deep pockets and see if we can raise the amount of money that's going to be needed to get started." One thing that hit me very, very quickly, and they talked about having a "champion." What's a champion? Well, the champion is going to be somebody who's been in the medical world, can speak the language, and is close to Vanderbilt, the TN Economic Development Commission, and we haven't gotten to that part yet. I'm not saying, "Gee, this is too big an apple to try and bite off at all." I think we're going to have to do something, but it will definitely involve some kind of partnership type arrangement with Bioworks. Bioworks is Memphis Bioworks Foundation. They have something a little bit differently named, but it does work on the public-private partnership arrangement. You've got to do that. **Marc** – You've got to do funding, government funding grants. **Brian** – I had this discussion with Greg. We're talking about it from a Germantown standpoint. Up there, they're talking about it from a Williamson County standpoint. Now, you can't just say, "Well, there's some reason they had done that. They'd wiped Franklin out of the picture." Yet, it's in the geographical limits of Franklin. There's no question about it. However, the economic development that goes on in Williamson County also goes on and supports Franklin. There isn't a Franklin ED person anywhere around. **Greg** – Right, and that's exactly right. Rocky called Franklin; they didn't know how to answer the question. He said, "I need to talk to your economic development person. I want to get some information about your City." Well, they didn't know how to answer the question. They passed him around. Finally, he wound up with somebody about Williamson County, a very jubilant person, saying, "Hey, what do you need? What do you want?" In addition, that's the package we got. We got it from Williamson County; not from Franklin. **Brian** – So, I don't think you can say this is the same type of operation. You've got to look at it and make a big comparison. My God, they're looking at something that's going to be in the next facility is going to be in the \$20 million some odd category. It just goes on. Well, wait a minute, we're starting something, and they started at least five plus years ago. And you just have to keep that in mind. I'm not throwing water on the idea that we better not do anything, but we probably ought to be more conscious and you and I have not talked about this, but we started talking to pharmaceutical firms, you know, in the beginning. It wasn't just medical device. We kind of skipped over there because medical device is simpler and you don't need the FDA strength of reviews that you get when you get into pharmaceutical stuff. So, there's far more questions than there is answers, and my recommendation at this point would be that the next meeting we have, I don't know when we're going to have it, but we probably need to put at least 15-20 minutes on the agenda for this. Let you all throw some questions at us. Marie, Marc, do you want to talk? **Marc** – We need to have a smaller...Was I just a pinch hitter, or am I now on this subcommittee too? **Greg** – Thank ya'll for going. **Brian** – If you (David) had been there when they were throwing all these terms, medical terms, it would have been a lot easier to get into the detail because they've got a couple of labs there that are like a hospital. **David** – I apologize. **Brian** - You had a real emergency. **Jerry** – Once again, thank you, the three of you, all for your time yesterday, and I would like to say it was time well spent. Next time, you're going to lead the agenda once this other is taken care of. **Brian** – Does anybody have any other questions? That's a top-level view. **Jerry** – Well, as a part of this agenda, I'm going to take just a minute. Thanks to David Rea, we have gotten a complete list of all of the stakeholders in everything having to do with medical within Germantown within the corporate limits of Germantown. Practice managers, administrators, all of that type of individual – the business side.

Medical and Healthcare Strategy

- Inventory of Medical & Healthcare Facilities Discussion
- Networking Breakfast
- Issues: Germantown Emergency Services
- Legislative Contacts
- Signage
- Resources to Share in an Emergency
- Update on Public Projects

d. Policy Agenda 2012 – (part of strategy)

- Promote existing businesses to generate revenues for the City to balance tax base. Conduct one promotion strategy 2nd quarter (Oct.-Dec.):
- Visit five businesses each month: (1) Art and Soul, (2) Shops of Forest Hill, (3) Carrefour Mall, (4) St. Jude Dream Home they would like to have it in Germantown next year. The giveaway is on June 24, 2012, they cannot sale more than 13,000 tickets. We drove them to about 7 difference subdivisions, they chose about four and we have been interviewing with them some developers. They are looking for lots such that the price of the home would be \$450,000 to \$650,000 maybe \$700,000. They do this in about 32 cities a year. We are working with Dick Leike on The Preserve.
- Attract new businesses to locate and invest: (1) Baptist Cancer Center will relocate at the old Wal-Mart site. It is about 125,000 square foot facility, (2) Five Guys Burgers and Fries locate at the old Super D site with a outdoor patio, (3) Yogurt Shop
- Create a Bicycle and Pedestrian-friendly Environment –BMA Work Session

e. 2011 Committee Reports: Roadway Projects -

The traffic light is up at Wolf River Boulevard and Kimbrough.

Farmington Ph II – repaving will between in the spring.

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. In addition, they are doing utility relocation work at night to lessen the congestion. The utility poles will be relocated, next and they are installing some drainpipe.

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.

Economic and Community Development (Projects in Progress) – Solana of Germantown, Firestone (across from Baptist Church), Elysium, St. Jude Dream Home

NEW BUSINESS:

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.

ADJOURNMENT

There being no further business, the meeting adjourned. The next meeting will be October 6, 2011.