



# CITY OF GERMANTOWN TENNESSEE

1930 South Germantown Road • Germantown, Tennessee 38138-2815  
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Economic Development Commission  
**Thursday, January 12, 2012 – 5:30 p.m.**  
Administrative Conference Room  
Department of Economic & Community Development  
1920 S. Germantown Road

1. Call to Order
2. Approve December 1, 2011 Minutes
3. Introductions and Welcome to New Members & Guests
4. Nomination of Vice Chairman
5. Overview of Subcommittees
6. Review of 2011 End-of-Year Report
7. Old Business:
  - a) Economic Sustainability Strategic Plan (Performance Measures)
    - 1) Business Development - Promote existing businesses to generate revenues for the City to balance tax base. Conduct one promotion strategy 3rd quarter (Jan.-March):
    - 2) Heart of Germantown - Create a Bicycle and Pedestrian-friendly Environment :
      - i. Poplar Ave – Non-participating items (JW)
      - ii. Farmington Phase II - Spring
    - 3) Retail Development
      - i. Visit five businesses each month: (1) Panera Bread, (2) Ann Taylor, (3) Francesca's, (4) Janie and Jack, (5) Banana Republic, (6) Strasburg, 7) Solana of Germantown
      - ii. Attract new businesses to locate and invest: (1) Baptist Cancer Center
    - 4) Medical and Healthcare Strategy (DR/ JK)
    - 5) Home-based Businesses (DR,\_\_\_)
8. New Business:
  - a) Economic Development Brand Identity RFQ
  - b) Roadway Projects: WRB- Light at Kimbrough
  - c) Economic and Community Development (Projects in Progress):
    - 1) Solana of Germantown
    - 2) Elysium
9. Next Meeting – February 2, 2012 – 5:30 p.m.
10. Adjournment

The City of Germantown complies with the Americans with Disabilities Act. Should you need accommodations for this meeting, please call (901) 757-7200 at least 48 hours in advance of the meeting.