



CITY OF GERMANTOWN TENNESSEE

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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. Poplar Avenue Update: Tim Gwaltney, City Engineer
8. 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. 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,___)
9. 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
10. Next Meeting – February 2, 2012 – 5:30 p.m.
11. 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.