



CITY OF GERMANTOWN

TENNESSEE 1930 South Germantown Road • Germantown, Tennessee 38138-2815
Phone (901) 757-7200 Fax (901) 757-7292 www.germantown-tn.gov

Economic Development Commission
Thursday, March 1, 2012 – 5:30 p.m.

Blue Conference Room
Department of Economic & Community Development
1920 S. Germantown Road

1. Call to Order
2. Approve February 2, 2012 Minutes
3. Presentation by Tennessee Economic Development: Ted Townsend and Ordis Copeland
4. Board Retreat Update: Mayor Goldsworthy and Patrick Lawton
5. 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) Art Center, (2) Boyle – Germantown Village Square, (3) Solana of Germantown, (4) Jones Germantown Auto Service, (5) Vera Bradley
 - ii. Attract new businesses to locate and invest: (1) Tru Temper Sports
 - 4) Medical and Healthcare Strategy (DR/ JK)
 - 5) Home-based Businesses (DR,___)
6. New Business:
 - a) Economic Development Brand Identity RFQ
 - b) Roadway Projects:
 - 1) Poplar Avenue
 - 2) WRB
 - c) Economic and Community Development (Projects in Progress):
 - 1) Solana of Germantown
 - 2) Elysium
7. Next Meeting – April 5, 2012 – 5:30 p.m.
8. Adjournment