

ECONOMIC DEVELOPMENT COMMISSION

Thursday, May 3, 2012

Blue Conference Room

1920 South Germantown Road

The regular meeting of the Economic Development Commission (EDC) was held Thursday, May 3, 2012, in the Blue Conference Room. Chairman Jerry Klein called the meeting to order at 5:30 p.m.

PRESENT: Jerry Klein, Rocky Janda, Greg Marcom, James King, Donald Robbins, John Wagner, David Rea, Susan Burrow, Charles McCraw, Chris Harrison, Brian Pecon, and Jim Stock

GUESTS: Kathleen Rose, and Mike Palazzolo

ABSENT: Michael Cody

STAFF PRESENT: Andy Pouncey, Director Economic Community Development, Patrick Lawton, City Administrator, Tim Gwaltney, City Engineer, and Marie Burgess, Planner

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

MINUTES: The April 5, 2012 minutes were approved.

OLD BUSINESS:

a) Economic Sustainability Strategic Plan (Performance Measures)

- 1) Business Development – Promote existing businesses to generate revenues for the City to balance the tax base. We had our one promotion strategy for the 4th quarter at the Business Expo which was held on April 24th at the breakfast we handed out three 25 years in business plaques to Miss Muff'n Bakery, Farrell-Calhoun Paint, and Piccadilly. We also had a table for home-based businesses in Germantown to find what the needs were to help them out, and had a drawing for a \$25.00 gift card at Office Max.
- 2) Heart of Germantown – Create a bicycle and pedestrian friendly Environment: There will be a bike to work week in May.
 - i. Farmington Phase II – Complete rebuild of roadway, subgrade, and curb and gutter from Allenby Road to Germantown Road. Intersection modifications at Brierbrook Road and Kimbrough Road include video vehicle detection. Status – Construction began May 1st.Retail Development:
 - i. Visit five businesses each month: None
 - ii. Vesta Home Show will be in Germantown on Forest Hill Irene Road at Saint James Place October 8, 2012.
- 3) Attract new businesses to locate and invest: They want to put a Huey's across the street, and we met with Brian Evans who runs London Park on Forest Hill Irene about options on different properties around the City. We received a call from Bill Harold who wanted to put a car lot on Forest Hill Irene Road, we said no to the car lot. We are working with the Chamber of Commerce on their marketing efforts for the Forest Hill Heights area with additional signage at the entrance. Jerry Klein was in Dallas this and got us a contact with the container stores and we will follow up on that. The Walter Willis property belongs to Ray Gill and they want to possibly rezone the property to O or O-51. There is an issue with the house being on the national registry of historical places.
- 4) Medical and Healthcare Strategy: There is a major Medical conference meeting with (200 people) in May where they have vendors and booths at U of M Holiday Inn. The medical initiative is about attracting medical business such as physical offices, labs, and electronic medical records.
- 5) Home-based Businesses: The month of March had 12 new business licenses – 3 outside the city limits, 3 home-based and 6 brick and mortar businesses.

NEW BUSINESS:

- a) Economic Development Brand Identity RFQ: EDC decision to write a letter to the Board of Mayor and Alderman to recommend Rose and Associates Southeast, Inc.

b) Roadway Projects:

Wolf River Boulevard Connector

- Description – Extension of Wolf River Boulevard from Kimbrough Road to Farmington Boulevard, approximately 1.9 miles. Roadway will consist of two travel lanes in each direction with a raised median and dedicated bike lanes on the paved shoulders.
- Status – Project is currently ahead of schedule and under budget. Bridge subcontractor is driving piles for second bridge and pouring concrete for the superstructure on the first bridge. Contractor has one box culvert left to construct following stabilization work on former borrow pit. Contractor still has more earthen fill to bring to the project to reach the design subgrade elevations.

Poplar Avenue and Forest Hill – Irene Road Intersection Modifications

- Description – Channelized island modifications to permit three eastbound through lanes and protected left turn movements on all four approaches. Project includes installation of video vehicle detection; standard black mast arms, emergency vehicle pre-emption, countdown pedestrian signals, and LED signal displays.
- Status – Project is ahead of schedule and should be completed by the end of May. New mast arms and signal equipment have been installed. Old signal equipment is 95% removed from intersection. Channelized island removal to begin next week.

Forest Hill – Irene Improvements

- Description – Construction of full width improvements between Poplar Avenue and Village Shops Drive, as well as some curb modifications and tree removal at Forest Hill – Irene Road and Forest Hill Lane.
- Status – Curb and gutter and driveway installation 90% complete. Project is well underway and should be completed by the end of May.

Germantown Road and Methodist Drive Traffic Signal Installation

- Description – Installation of a traffic signal at this intersection. Installation will include standard black mast arms, radar vehicle detection, emergency vehicle pre-emption, countdown pedestrian signals, and LED signal displays.
- Status – Staff and consultants are currently reviewing equipment submittals to ensure compliance with design.

Poplar Avenue and Oakleigh Lane Traffic Signal Installation

- Description – Installation of a traffic signal at this intersection. Installation will include video vehicle detection, emergency vehicle pre-emption, countdown pedestrian signals, and LED signal displays.
- Status – Consultants are currently reviewing pole submittal to ensure adequate structural capacity.

Traffic Signal LED Upgrade

- Description – Installation of LED signal displays and countdown pedestrian signals at thirteen intersections. This project will complete a previous project.
- Status – Equipment submittals are approved and contractor is waiting for equipment delivery.

Farmington Boulevard Phase II Reconstruction

- Description – Complete rebuild of roadway, subgrade, and curb and gutter from Allenby Road to Germantown Road. Intersection modifications at Brierbrook Road and Kimbrough Road include video vehicle detection.
- Status – Construction began May 1st.

Poplar Avenue Improvements

- Description – Construction of improvements to widen Poplar Avenue to a seven lane cross section from Miller Farms Road to Dogwood Road. Project includes intersection modifications to construct protected double left turn lanes for southbound, eastbound, and westbound turns at both Germantown Road and West Farmington Boulevard. Intersection modifications include standard black mast arm installation, video vehicle detection, emergency pre-emption, LED signal displays, and countdown pedestrian signals.
- Status – Existing signal equipment will be removed and new signal equipment will be in operation by the end of May. Curb and gutter work on north side of Poplar is anticipated to be completed in late May. Installation of travel lanes for east and west bound Poplar Avenue will follow curb and gutter installation.

c) Economic and Community Development (Projects in Progress):

- 1) Solana of Germantown should be ready to go in October.
- 2) Elysium is a residential community. We are reviewing the construction drawing.

- 3) The Enclave Phase 4 wants to re-record its plat, so another 16 to 17 new houses can be built. The plans are in review.

John Wagner wants information on the grass in the right of way with maintenance, watering, and it would be a joint upkeep by the business owners.

Mr. Pouncey said he would provide more information at the next meeting.

Mr. Wagner said he would help with anything needed.

Mr. Klein said next month he would have some additional information on the medical and healthcare strategic. He received a call about a Bio-Medical Equipment Expo, that will be coming here from the Israel Chamber of Commerce which is their sponsor in late June.

Mr. Patrick Lawton introduced Kathleen Rose with Rose and Associates Southeast, Inc., who made a presentation on Economic Development Strategic Plan. She said we are the perfect fit for Germantown with our full-service community market and E.D. team – Planners, Developers, Managers and Market Experts.

- Unique practical development experience writing, administering and implementing for municipal and private clients
- We communicate with all stakeholder groups with a focus on education and consensus solutions
- Award-winning assessments, audits and plans for similar communities
- Context sensitive and client focused
- A consistent and unparalleled track record and reputation
- Our Perspective
 - Smart Growth Plan ~ Qualitative Market Analysis
 - Public Private Partnership ~ Private Investment
 - Fiscal Impact Analysis ~ Test for Public Investment
- Purpose – Strategic Implementation
- Vision
- Guiding Documents
 - Vision 2020 Plan – October 2005
 - Smart Growth Plan - 2007
 - Strategic Plan Update – 2012
 - Focus Area Cabinet Reports – 2011/2012
- Current Issues Impacting Economic Development
 - Schools
 - Office and Retail Vacancy
 - Housing
 - Capital Projects
- Economic Development Paradigm Shift
 - Recruitment
 - Retention
 - Entrepreneurship (build from within)
- How Community Wealth Grows/Shrinks
 - Residential Migration
 - Tourism
 - Community Capital
 - Imports/Exports
- Economic Base Model
 - Basic Employment
 - Total Employment
 - Office

- Industrial
 - Population /\$'s
 - Residential
 - Retail
- New Integrated Views
 - Quality of Life
 - Quality of Place
 - Quality of Community
 - People + Place-making = Community
- Reliable Prosperity
 - Society – Equity
 - Nature – Ecology
 - Capital – Economy
- Economic Development Strategic Plan Process
 - Phase I – Collection
 - Phase II – Analysis
 - Phase III – Draft Plan
 - Phase IV – Plan Review
 - Phase V – SAP/Fiscal Impacts
 - Final Plan

Phase I Data Collection

Demographic:	Economic:	Methodologies:
Population Households Age strata	Employment Wages Occupancy	Economic Base Central Place HABU
Psychographics Lifestyles Education	Income & Spending	Cluster Analysis Workforce/Training Retail Analysis

Economic Indicators

Broad Signals:	Consumption:	Price Measures:
Employment: JOBS	Personal Income & Spending	Consumer Price Index (CPI) Cost of Living
Exports/Trade Resource Assets	Retail Sales Consumer Confidence	Producer Price Index (PPI)

- Phase II Analysis and Reporting
 - Current Reality – Assets, SWOT and Market Dynamics
 - Determine Guiding Principles for Economic Development
 - Focus Areas/Work Groups to set Strategy
 - Determine resources, tools and information to aid in Implementation
 - P3 = Public Private Partnerships
- Plan Goals
 - Understand your Market – Who are you, really?
 - Public Education and Engagement
 - Evaluate the Economics
 - Plan for Change
 - Market the Opportunities
 - The Implementation Plan
 - Find Partnerships
 - Public and Private Investments

Proposed Work Plan

City of Germantown Economic Strategic Plan Work Plan/Schedule		Date/Week of...				
		April	May	June	July	August
Phase 1						
Data/Document Review	1.1	4/30/2012				
Interviews	1.1		5/14/2012			
Research	1.2		5/21/2012			
Phase 2						
Market Analysis	2.1		5/28/2012			
Economic Assessment	2.1		5/28/2012			
Debriefing	2.2				6/11/2012	
Revisions	4.1				6/11/2012	
Phase 3						
Final Report	3.1				6/18/2012	
Presentations	3.1				6/25/2012	
Phase 4						
Additional/Optional Work	4.1					TBD
Draft Addendum	4.2					TBD

Result: 5 Year Strategy and 2 Year Implementation Plan

Mr. Wagner said he is not familiar with the Focus Area Cabinets.

Mr. Lawton explained the cabinets.

Greg Marcom asked Mr. Lawton to take note about the possibility of a “pre-med” program in the Germantown High Schools. We are counting on the sales tax dollars to help us fund the school system. We have to do something to raise our sales tax, with the work Rose and Associates are doing for us is the key.

David Rea noted he echo what Greg said not only in the medical area, but also in terms with finance. The parents would have a pathway for their children for a professional development.

Mr. Lawton requested a letter of recommendation from the Economic Development Commission to present to the Board of Mayor and Alderman on May 14, 2012 for a contract with Rose and Associates, Inc. a consultant firm.

ADJOURNMENT:

There being no further business, the meeting was adjourned. The next meeting will be June 7, 2012.