

**ECONOMIC DEVELOPMENT COMMISSION**  
**Thursday, August 2, 2012**  
**Blue Conference Room**  
**1920 South Germantown Road**

The regular meeting of the Economic Development Commission (EDC) was held Thursday, August 2, 2012, in the Blue Conference Room. Chairman Jerry Klein called the meeting to order at 5:30 p.m.

**PRESENT:** Jerry Klein, James King, John Wagner, and Brian Pecon, Charles McCraw, Michael Cody, Jim Stock, Rocky Janda, and Greg Marcom

**GUESTS:** None

**ABSENT:** Donald Robbins, Susan Burrow, David Rea, and Chris Harrison

**STAFF PRESENT:** Andy Pouncey, Director of Economic Community Development

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

**MINUTES:**

**Approval of Minutes for May 3, 2012**

Chairman Klein stated the first order of business is the approval of the minutes for May 3, 2012. If there were no additions, corrections or deletions to the minutes of the May 3, 2012, meeting of the Economic Development Commission, he would entertain a motion for approval.

Mr. Cody moved to approve the Economic Development Commission minutes of May 3, 2012, as submitted, seconded by Mr. Pecon. **The motion was passed**

**Approval of Minutes for July 12, 2012**

Chairman Klein stated the second order of business is the approval of the minutes for July 12, 2012. If there were no additions, corrections or deletions to the minutes of the July 12, 2012, meeting of the Economic Development Commission, he would entertain a motion for approval.

Mr. Pecon moved to approve the Economic Development Commission minutes of July 12, 2012, as submitted, seconded by Mr. King. **The motion was passed**

**OLD BUSINESS:**

**Economic Sustainability Strategic Plan (Performance Measures)**

- 1) Business Development – Promote existing businesses to generate revenues for the City to balance the tax base. Conduct one promotion strategy 1<sup>st</sup> quarter (July-September): The 10<sup>th</sup> annual Sidewalk Sale was held on July 20 and 21<sup>st</sup>. There were good sales. Vera Bradley sold \$200,000 worth of handbags. We allowed them to have a tent in the parking lot due to keep people out of the traffic lanes. Our sales revenue is a little bit behind. Many of the national chain folks don't participate, think someone is taking care of it, and don't participate. The City's contribution is about \$1500 for radio ads, banners, newspaper, balloons, and posters. We put a lot of work into this promotion strategy. We are going to meet with the chamber to see what we could do to improve the sale. Some of the problems were no business focusing on back to school sales, the tax free weekend is to take place in 2 weeks, and was too hot (100) outside.
- 2) Heart of Germantown – Create a bicycle and pedestrian friendly Environment:  
Farmington Boulevard Phase II Reconstruction: will include bike lanes.
  - a. 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.
  - b. Status – Farmington between Germantown and Exeter is open to traffic on an asphalt base. Final pavement will be installed at a later date. Work continues east of Exeter.
- 3) Retail Development:
  - Visit five businesses each month: Teavana, Nest, Batteries Plus, Lans Special Nails, Janie & Jack and Vera Bradley.

- Vesta Home Show will be in Germantown on Forest Hill Irene Road at Saint James Place October 8, 2012.
- 4) Attract new businesses to locate and invest: Discussions involving Huey's are still ongoing. Ms. Burgess met with an architect who is submitting a proposal to Huey's where the Super D used to be. Huey's now has a contract with Kroger. A Verizon store has been approved on Poplar Avenue where the CK Coffee shop and the Germantown Liquor store were. Their building is in the Smart Growth area. Andy met with the Shops of Forest Hill. They have been talking to some grocery stores such as: Publix, Winn-Dixie, Harris and Teeter, and Trader Joe's.
- 5) Medical and Healthcare Strategy: The medical initiative is about attracting medical business such as physical offices, labs, and electronic medical records. Baptist Cancer Center came through the BMA for rezoning on the first reading.
- 6) Home-based Businesses: The month of July had 17 new business licenses – 8 outside the city limits, 6 home-based and 3 brick and mortar businesses.

### **NEW BUSINESS:**

- a) Economic Development Brand Identity RFQ: Rose and Associates Southeast, Inc. will be coming in town on October 23, 2012 to provide an update on the Economic Strategic Plan.
- 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 on schedule and on budget. Bridge beams for the second bridge have been installed. 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 complete
  - 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 – Preconstruction meeting has been held and contractor is waiting on equipment delivery.
  - 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 – Submittals have been approved and contractor is waiting on equipment delivery
  - 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 – Construction is 90% complete.
  - 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 – Farmington between Germantown and Exeter is open to traffic on asphalt base. Final pavement will be installed at a later date. Work continues east of Exeter.
  - 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 traffic signal equipment at Germantown Road and Poplar Avenue to be removed during the week of July 16<sup>th</sup>. Work continues at the intersection of Dogwood Road and Poplar Avenue. Curb, gutter, asphalt, and driveway work remains.
  - Shady Creek Spillway Repair
    - Description - The project includes the complete demolition of the existing failing interlocking block spillway and construction of a new concrete structure (in the Shady Creek Subdivision). The project also involves the complete replacement of the lake outlet pipe that runs from the northeast corner of the lake diagonally (northeast) to the existing open concrete channel just south of Maple Grove.
  - Laterals F & G Bank Stabilization
    - Description - Laterals F & G are major tributaries to the Wolf River with combined drainage area of roughly 2,500 acres. Each lateral generally flows south to north. Specific areas are identified (isolated locations) to provide permanent bank stability at these failed location. Each lateral is a natural, earthen stream that has highly erodible banks. Recent flooding has caused these locations to erode at an accelerated rate.
  - Lateral D & E Bank Stabilization
    - Description - Laterals D & E are major tributaries to the Wolf River with combined drainage area of roughly 2,700 acres. Each lateral generally flows south to north. Specific areas are identified (isolated locations) to provide permanent bank stability at these failed locations. Each lateral is a natural, earthen stream that has highly erodible banks. Recent flooding has caused these locations to erode at an accelerated rate.
- c) Economic and Community Development (Projects in Progress):
- 1) Solana of Germantown should be ready to open in October.
  - 2) Elysium is a residential community. Status: construction drawing review.
  - 3) The Enclave Phase 4 has been approved for construction.

**ADJOURNMENT:**

There being no further business, the meeting was adjourned. The next meeting will be September 6, 2012.