



MINUTES
Economic Development Committee
Town Hall Board Room
July 7, 2010

Committee Members Present

Jim Holladay, Nancy Howard, Naoko Blue, Brad Fitch, Pamela Treacy, David Smoak, David Purvis, Ginny McLain-Tate, Alderman Bob Markli

Committee Members Absent

Laura Demarse, R. Knick Myers, Ram Suga, Jonas Rice, Bill Johns, Greg Muldrew, Jim Nixon, Phil Dangel

Staff Present

Sue Stuhl- Parks and Leisure Services Director, Valerie Millsapps

Meeting convened at 8:05am

Approval of Minutes

Alderman Markli made the motion to approve the revised minutes from May 27, 2010. Ms. Howard seconded the motion. All voted in favor.

Ms. Treacy made the motion to approve the June 2, 2010 minutes as corrected in the meeting. Mr. Holladay seconded the motion. All voted in favor.

Buy in Farragut- Sue Stuhl, Parks and Leisure Services Director

Ms. Stuhl covered the Buy in Farragut 2009 Program. The budget consisted of \$7,000, this included advertising for print ads, radio, TV, posters, media releases, Town website, Town cable, staff assistance in placement of allowed special event signs, and distribution of bumper stickers. Ms. Treacy wanted to know the cost of the print ads. Ms. Stuhl stated the total cost in the Farragut Press and West Side Shopper was \$4,000. Mr. Purvis wanted to know the feedback from businesses that participated in the Buy in Farragut Program. Ms. Stuhl stated that businesses did not provide much feedback to the Town. Mr. Purvis stated that people said that the signage during the Buy in Farragut Program was a big draw. Ms. Stuhl wanted suggestions from the committee for the Buy in Farragut Program 2010. Ms. Stuhl stated that the Town of Farragut received several complaints after the Program. Ms. Treacy wanted Ms. Stuhl to clarify the number of complaints. Ms. Stuhl stated the Town received four or five complaint calls regarding signage after the event. Mr. Purvis suggested that businesses owners do extend sign usage during that period. Mr. Holladay suggested the Town of Farragut remove the signs. Ms. Treacy stated that most businesses pay for their signs. Alderman Markli suggested the Town of Farragut have a sense of humor and approach this topic with kindness. If signs are not removed by a certain date, the Town of Farragut can remove the signs and businesses would have a designated place to pick those up. Alderman Markli suggested the Town of Farragut not issue citations for the forgotten signs for the first few years

and just issue warnings. Ms. Howard agreed with Alderman Markli and wanted to know if the Town of Farragut is organized in a way to communicate with businesses more, other than mail. Ms. Howard stated that if businesses came together it would be more effective in person. Ms. Treacy suggested that the Town of Farragut contact the businesses that may have forgotten to take their sign down or ask them if they would like the Town staff to remove it for them. Ms. Treacy suggested holding a meeting or seminar to educate businesses on the Buy in Farragut Program signs. Mr. Purvis suggested that the Town of Farragut have a requirement in place to not allow a special event sign 2 weeks before and 2 weeks after the Buy in Farragut Program. Mr. Purvis stated the Town of Farragut should have a template of what should or should not be on the sign. Mrs. Treacy stated that the logo for the Buy in Farragut Program sends mixed messages. Ms. Treacy stated putting "shop locally" might benefit the campaign and not alienate those residing outside Farragut limits. Ms. Howard stated that the key of the Town of Farragut boundaries are identified in the 16 square mile boundary. We need to identify who that community is and make sure those people are reached outside that 16 square mile boundary. Mr. Holladay stated that we do not need to alienate the citizens not in "Farragut boundaries". Ms. Stuhl stated that the problem with "Buy Local" across the United States means buy only from locally owned stores. Mr. Purvis stated that Farragut needs to be in the campaign, this helps define our brand. Mr. Fitch suggested we copy similar programs. Mr. Fitch stated that Franklin had a great example. Ms. Treacy suggested having a holiday themed campaign. Alderman Markli stated we need to be the driving engine of regional prosperity and get away from Buy in Farragut to live locally, shop locally. Alderman Markli suggested that 5 cents of every dollar could go to support regional development. We could link to East Tennessee Development District. We need to give people a reason to come here. Ms. Treacy suggested incorporate a scavenger hunt into the Buy in Farragut Program. Ms. Stuhl stated that 99% of Farragut Press is Farragut. We could have more press contacts. Ms. Treacy suggested if we did a holiday theme about a reason to shop here, we could advertise in newspapers all over. Mr. Purvis suggested we build a brand around ourselves. Ms. Stuhl stated the bad part of placing an ad in other papers is that the Town is not "buying" in Farragut. Ms. Treacy stated that we are not getting the bang for our buck by listing all business names in small print. The ads need to be more creative. Ms. Treacy stated that Ms. Stuhl has her list of suggestions from the Economic Development Committee and that we need to set up a special meeting to discuss final details.

Russell House- David Smoak, Town Administrator

Mr. Smoak stated that the Town of Farragut has not bought the Russell house. The Town of Farragut has been communicating with the agent and there is no more news at this time. Ms. Howard asked why the Town of Farragut is interested in the house and not the land and the house. Mr. Fitch stated that if the Town of Farragut spent \$2 million on this house and not a community center people would have be upset. Ms. Treacy suggested that the Town look into leasing the Russell house. Alderman Markli suggested having the house restored and making it a welcome center. Mr. Holladay wanted to know where the Economic Development Committee fits in the Russell house project. Ms. McLain-Tate stated that the Russell house could have an economic value. Mr. Holladay stated we need to establish a cost evaluation process. Ms. Howard stated that restoration equals Economic Development and that the Russell house has a value to the Town of Farragut. Ms. Howard wanted to know if the Russell house is on the 5 Year plan. Mr. Smoak stated that the Russell house is not on the 5 Year CIP plan. Mr. Holladay stated that he hears a lot of talk about the Community Center and not the Russell house.

Status of Various Projects-David Smoak, Town Administrator

a. Commercial Realtors Meeting

Mr. Smoak stated he, Mr. Palmer, Ms. Millsapps, and Ms. Treacy have been working on the Commercial Realtors Meeting. The date is Wednesday, July 21 2010 at 10 am at Campbell Station Park. The purpose

of this meeting is to bring commercial realtors together to find what issues they have marketing their properties in Farragut. This meeting is set up as a listening session to learn how the Town can improve.

b. Entrance Signs

Mr. Smoak stated he wants to get three different designs and have the Economic Development Committee make recommendations to go before the Board of Mayor and Aldermen. Ms. McLain-Tate wanted to know how many entrance signs. Mr. Smoak stated we would need five entrance signs. The budget for the entrance signs is \$50,000 so this would budget \$10,000 per sign.

Meet with other organizations/agencies to promote Farragut

Ms. Howard and Ms. McLain-Tate have been working on this project. They have met with the Knoxville Tourism and Sports Corporation and they fully understand what the Economic Development Committee is trying to accomplish. They will be meeting with Knoxville Tourism and Sports Corporation again this September, when they have a new Vice President of Marketing. The Sports Corporation will continue with the visitors guide to make it greener, the hard copy will fewer pages, and the website will continue to grow and have more information. They also met with Bettye Sisco to make her aware of what the Economic Development Committee is trying to accomplish. Ms. Treacy asked that we have a Chamber representative at the EDC meetings. Mr. Smoak stated that he meets with Ms. Sisco monthly and that he can update Ms. Sisco on topics from the Economic Development Committee Meetings. Mr. Holladay suggested that Mr. Smoak be the liaison to the Chamber. Mr. Holladay stated that Mr. Smoak would notify the Committee what the Chamber is doing.

Move forward with strategic plan for Economic Development Committee. A continuation of the SWOT exercise

Ms. Treacy suggested formalizing and putting all the minutes together to have something to report to the Board of Mayor and Aldermen. We need to have something familiar to the CBID plan downtown. The CBID plan would show what the Town needs. Ms. Treacy stated the SWOT exercise is complete. Mr. Holladay suggested looking back through the minutes and forming a report and divide this up into the sub-committees. Ms. Howard recommended that Mr. Johns coordinate what our next step is as to the strategic plan. Ms. Treacy stated that we have enough to make an action plan. Mr. Holladay stated he would contact Mr. Johns to put something together and post on the website before the next meeting. Mr. Holladay stated that the first couple of meetings the EDC did not have minutes. The Economic Development Committee did not elect officers at that time, and was trying to establish an identity back in the beginning.

Other Business

Ms. Howard asked that the committee discuss how many active members we have on the Committee. Ms. McLain-Tate asked Mr. Smoak if the Town is going to implement an attendance requirement for attending meetings. Mr. Smoak stated the Board of Mayor and Aldermen discussed this at the last workshop regarding a uniform attendee policy for all committees. Mr. Smoak stated that decision would be up to the Board of Mayor and Aldermen to decide and to make the necessary charter amendments.

Ms. McLain-Tate stated that several people have mentioned about having a community center, and asked if the town has a committee looking into that. Mr. Smoak stated the town does have a community center committee that has been meeting monthly for a while. Ms. McLain-Tate stated that she hopes the committee is looking into filling some of the empty space and to utilize something that we already have. Mr. Smoak stated the committee is not that far into the process and has been focusing on what we need and what programs to have in the building. Ms. Treacy stated that the committee should look into leasing an existing building over building a new building. Ms. McLain-Tate stated that she hopes the

committee look into leasing. The Town has several empty spaces that can be used for much higher use. Ms. Howard asked Mr. Smoak if the committee has considered events for the community center as well as the facility serving as a conference center. Mr. Smoak stated the committee is looking at the event center to serve for multiple uses. Mr. Smoak stated that he has not seen the final product and does not know what the recommendations will be from the committee.

Mr. Holladay made the motion to adjourn. Ms. McLain-Tate seconded the motion. All voted in favor.

Meeting adjourned at 10:05 AM.

Next meeting August 4, 2010 at 8 AM Town Hall Board Room

X

Jim Holladay
Chairman