



MINUTES
Economic Development Committee
Town Hall Board Room

August 4, 2010 at 8 AM

Committee Members Present

Nancy Howard, Jim Holladay, Ram Suga, Pamela Treacy, David Purvis, R. Knick Myers, Jim Nixon, Naoko Blue, Phil Dangel, Ginny McLain-Tate, David Smoak

Committee Members Absent

Bill Johns, Alderman Bob Markli, Brad Fitch, Jonas Rice

Staff Present

Sue Stuhl- Parks and Leisure Services Director, Valerie Millsapps, Gary Palmer

Other

Mike Such- Chairman of the Farragut/West Knox Chamber of Commerce Board of Directors

Meeting convened at 8:05am

Approval of Minutes

Mr. Purvis made the motion to approve the minutes as amended. Ms. Howard seconded the motion. All voted in favor.

Shop Farragut- David Smoak

Mr. Smoak discussed the Buy in Farragut campaign for 2010, which included changing the name of the event to "Shop Farragut", new uniform signage requirements and a blackout period for two weeks before and after the event that special event signage could not be utilized. Mr. Myers stated that the two week before and after special event signage black out period would conflict with the Chamber Christmas Party. Ms. Stuhl stated that the two week before and after the Shop Farragut event would not affect the Chamber Christmas Party as they are a non-profit entity and would only have their sign up for a couple of days. Ms. Stuhl stated that the Town is talking about zoning ordinance signage and there will be some exceptions to the signage. Ms. Treacy asked what the intent was on the signage and questioned if it was the clutter. Mr. Purvis stated that the issue was the clutter and the business owners were confused on when to take their sign down. Mr. Myers questioned who was going to pay for the signs for Shop Farragut. Mr. Smoak stated the businesses would pay for the new signage and the Town would give businesses up to three years to comply. Ms. Treacy suggested that local be removed from two parts of the memo and replace it with "businesses" and "Farragut based". Mr. Smoak stated that the memo for the Buy in Farragut campaign was highlighting staff's recommendations and was meant to solicit feedback from the EDC to give staff direction on how to proceed with the program.

Ms. Stuhl suggested we divide the memo into parts and approve the name change for the program. Mr. Purvis made the motion to approve the name change to Shop Farragut. Mr. Suga seconded the motion. All voted in favor.

Mr. Purvis made the motion to approve the concept as presented by Town staff relating to signage and advertising pending review of final ordinance changes . Mr. Suga seconded. All voted in favor.



Town wide coupon- David Purvis

Mr. Purvis stated the Farragut Business Alliance discussed the need for a town wide coupon. Mr. Purvis suggested that a task force be created to look into the town coupon. Mr. Purvis was not sure of the financial scope of developing the town coupon or who is going to handle what. Mr. Holladay asked if a sub-committee would like to work on the town coupon. Ms. Treacy made the motion to move Mr. Dangel from the Government Relations sub-committee to the Business Relations sub-committee and assign the Town coupon idea to the Business Relations sub-committee. Mr. Purvis seconded the motion. All voted in favor. The next Business Relations meeting will be August 18, 2010 at Town Hall.

Review of the Open Meetings Law- Jim Holladay and David Smoak

Mr. Smoak stated he had communications with the State of Tennessee open records council in Nashville about the Open Meetings Law. Mr. Smoak stated that committee members are not allowed to deliberate items on the agenda outside the meeting with other committee members. Mr. Smoak stated that if there are items or problems that need to be discussed on the agenda before the meeting, send those issues to the Town staff if you have questions. Ms. Treacy asked if it was appropriate for her to brainstorm an idea with a neighbor and get their feedback. Mr. Smoak stated that was appropriate for her to communicate with her neighbor. Mr. Such stated talking with people to get their opinions and feedback to report to the committee is okay, but talking with an individual committee member is not.

Commercial Realtors Meeting-David Smoak

Mr. Smoak stated that there was a decent turn out for the commercial realtors meeting held on July 21, 2010. Mr. Smoak stated the Town is trying to open the lines of communications with the commercial realtors group and explained how the Economic Development Committee was looking into ways of communicating with businesses as well as helping promote economic development in the Town of Farragut. Ms. McLain-Tate stated the meeting was remarkably positive, and the commercial realtors were impressed the Town had contacted them. Mr. Smoak stated the Town would be adding additional groups to meet with, such as developers, builders, and landowners. Mr. Suga asked if the Town is going to communicate back to the commercial realtors group. Mr. Holladay stated the intent with the meetings is to have an on-going process. Ms. McLain-Tate stated the commercial realtors suggested the Town come up with a top ten list of reasons to locate in Farragut.

Continue w/ SWOT analysis- Jim Holladay

Mr. Holladay suggested the committee continue with the SWOT analysis when Mr. Johns is at the meeting. Mr. Holladay asked the EDC to review the SWOT analysis and write on a sheet of paper the EDC's opportunities and threats before the next meeting. Ms. Howard asked the committee also include strengths and weaknesses as well. Mr. Holladay asked all the committee members write down their answers and email them to Mr. Johns before the next committee meeting in September.

Other Business

Mr. Palmer stated the Town website committee has been working on redeveloping the website. Mr. Palmer stated that he emailed the strategic plan and the RFP to the EDC group to view at their leisure. The deadline for submitting website RFP's to the Town is August 30, 2010. Ms. McLain-Tate asked what kind of changes the website committee is looking for or trying to make. Mr. Palmer stated the website committee is looking to redevelop the entire Town website.

Mr. Smoak stated that an article on "City Branding" was in the packet to review.

Mr. Smoak stated that the Board of Mayor and Aldermen are amending all committee charters to have a consistent attendance policy and voting on the amendment at the next Board meeting on August 12, 2010. Mr. Smoak stated members can miss two meetings and on the third missed meeting, the member will be removed



from the committee. If a member is removed from the committee, they can reapply to the Board of Mayor and Aldermen. Ms. Treacy asked if committee members could reapply immediately. Mr. Smoak stated that a member who was removed could reapply immediately during the fiscal year starting July 1 and ending June 30.

Mr. Suga suggested the committee meet in the evening. Mr. Holladay suggested the committee think about the meeting time and bring their suggestions to the next meeting.

Mr. Such stated that the Chamber is holding the following events:

- 5 K run starts October 9, 2010
- Holiday open house is November 30 and held in the Chamber parking lot
- Brown bag luncheons open to everyone

Ms. Howard asked how many attended the Farragut Business Alliance brainstorming with businesses meeting. Mr. Purvis stated about 20 people attended the brainstorming with businesses meeting. Mr. Purvis stated that the Farragut Business Alliance is now a 501(c)6 organization, they have a tax identification number, board of directors, the charter has been filed with the State, and are waiting on a tax determination letter from the IRS. Mr. Purvis stated the goal of the Farragut Business Alliance is to work with the Town strategically and make sure the FBA is on the same page with the Town. Mr. Dangel stated the Farragut Business Alliance event, Taste of Farragut will be held in the Old Kroger parking lot on September 9, 2010. Taste of Farragut will start at 6:30 PM, adults that drink are \$25, adults that do not drink are \$ 20, Kids 6-12 are \$10 and kids 6 and under are free. All the Taste of Farragut proceeds will go the Farragut Business Alliance. Mr. Dangel stated the Taste of Farragut would be the only event where the proceeds go back to the FBA.

Mr. Holladay stated that in the EDC charter article 4 that the committee needs to nominate officers. Mr. Myers made the motion that all the officers stay the same. Mr. Purvis seconded the motion. All voted in favor.

Mr. Holladay asked the committee to be prepared to discuss the following items at the next meeting.

1. A possible new meeting time
2. Top ten reasons for a business to locate in Farragut
3. SWOT analysis
4. Think of speakers to invite to give 10-15 minute presentations

Mr. Purvis made a motion to adjourn the meeting. Mr. Dangel seconded the motion. All voted in favor.

Meeting adjourned at 9:16 AM

NEXT MEETING SEPTEMBER 1, 2010 AT 8 AM TOWN HALL BOARD ROOM

X

Jim Holladay
Chairman

