



**MINUTES**  
**Economic Development Committee**  
**Town Hall Community Room**  
September 1, 2010 at 8 AM

**Committee Members Present**

Nancy Howard, Jim Holladay, Ram Suga, David Purvis, R. Knick Myers, Jim Nixon, Naoko Blue, Ginny McLain-Tate, David Smoak, Brad Fitch, Bill Johns,

**Committee Members Absent**

Pamela Treacy, Phil Dangel, Bob Markli

**Staff Present**

Valerie Millsapps, Gary Palmer

**Other**

Mike Such and Angela Selvage with the Farragut West Knox Chamber

Meeting convened at 8:07am

**Approval of Minutes**

Mr. Fitch made the motion to approve the minutes. Ms. Howard seconded the motion. All voted in favor.

**Conclude Discussion of Opportunities and Threats-Bill Johns**

Mr. Johns presented a slide show to the EDC of opportunities and threats. Mr. Johns stated that in the EDC charter the EDC members have responsibilities and areas that they need to speed up on. Some opportunities Mr. Johns presented were:

- Make Farragut a destination
- Distinguish Farragut as an area
- Increase Sales Tax Revenue
- Identify Farragut Communities which include residents outside of the Town boundaries, who fully support the Town of Farragut
- Knoxville Open
- Conference Center with or addition to a community center
- Commercial real estate vacancies
- Hotel/Motel Tax in the community
- Long range vision for pedestrian friendly walkways

Mr. Fitch made the motion to accept the list of opportunities and threats as items for the Economic Development Committee to identify and work on. Mr. Purvis modified the motion to add that Mr. Johns will meet with Mr. Smoak to fine tune the opportunities and threats and then report back to the Economic Development Committee. Mr. Suga Seconded the motion. All voted in favor.



### **Review of Resolution adopting changes to the Shop Farragut Program**

Mr. Smoak stated that the adopted changes are no special event signage will be available two weeks before or after the Shop Farragut program. Mr. Smoak stated that the only exception would be churches and places of worship and that this will not affect the Chamber event during this time. Mr. Johns asked if charity type events held on private property would be affected. Mr. Smoak stated yes this would affect charity type events held on private property. Mr. Myers wanted clarification on what is considered a special event. Mr. Smoak stated that if you wanted to have a special event during the Shop Farragut program, you would just be a part of the Shop Farragut Program. This would allow the Town of Farragut to promote your business and your special event during Shop Farragut Program. Mr. Purvis asked what if a church wanted to do an event non-related to Shop Farragut and do a commercial type event would they have to have a special permit. Mr. Smoak stated that churches are excluded from the Shop Farragut Program. Mr. Johns asked how the Town of Farragut will enforce special event signage after the program is over. Mr. Smoak stated that staff will work with businesses regarding their extra signage once the event is complete. Mr. Purvis suggested that the resolution be reworded so it is easier to read the paragraph about exclusion of churches and places of worship.

### **Sub-Committee report on the key card for the Shop Farragut Promotion**

Mr. Purvis stated that the idea of the key card would fold well with the Shop Farragut Program. The Farragut Business Alliance (FBA) would like to take on the key card idea as a joint venture with the Town of Farragut. Mr. Purvis stated the start up budget for the first year would be \$10,000. Mr. Purvis stated that these steps would have to be taken before the Farragut Business Alliance would start the key card.

1. Get businesses to participate
2. Interview businesses to see if they are interested
3. No big box retailers (they are already involved in other programs)
4. Target more smaller businesses

Mr. Purvis stated that the FBA needs to make sure they have enough business participation to see if the key card idea would be worthwhile. The key card would cost about 6¢ to \$1. Mr. Purvis stated that there are action items that still need to be taken care of.

### **Top ten reasons to conduct business in Farragut**

The Economic Development Committee will send the top ten reasons to Mr. Holladay and he will then post the list on the Google groups site.

### **Review conceptual design for the Town of Farragut entry signage**

Mr. Smoak presented three designs for the Town of Farragut entry signage. Mr. Holladay suggested that concept design #3 have the post on the right so the entry sign can be seen first. Mr. Holladay suggested a sign be placed at Outlet Drive. Mr. Johns suggested an entry sign be placed at Northshore and McFee. Mr. Johns suggested concept design #3 be mounted instead of hanging as the design shows. Mr. Johns asked what the timeline is for the entry signs. Mr. Smoak stated that hopefully after the first of the year the signs will be up. Mr. Smoak stated that several committees will vote to recommend their favorite design concept and then the Board of Mayor and Aldermen will use that information to make a final decision. The votes from the EDC are below:

Concept design #1: 0  
Concept design #2: 6  
Concept design #3: 3



#### **Discuss speakers/organizations for possible synergy with EDC**

Ms. Howard read an article that was in the Farragut Press by Mark Schaffer and suggested he would be a speaker the EDC could invite to come speak. Ms. McLain-Tate stated that if the speaker is worth while it would be worth having them come speak to the EDC. Mr. Johns asked what the purpose was to having speakers. Mr. Holladay stated that speakers would provide possible synergy with the EDC mission statement. Mr. Suga stated that we need to ask what we want to get out of a speaker. Mr. Holladay suggested we assign getting speakers to a sub-committee or have someone volunteer to organize this. Ms. McLain-Tate suggested we contact surrounding EDC groups and find out their secrets to success. Ms. Howard suggested we put this on hold until the EDC group finishes the SWOT analysis. Mr. Fitch made the motion to consider a speaker after we have the results of the SWOT analysis and have one speaker every other month or once a quarter. Ms. Naoko seconded the motion. All voted in favor.

#### **Review report of the latest Farragut business statistics**

Mr. Smoak read the Memo on the Farragut business statistics.

#### **Report on Farragut as a destination initiative**

Ms. Howard discussed her meetings from Knoxville Visitors guide and the Tennessee state guide. Ms. Howard stated a few items that will be listed in the Knoxville Visitors Guide:

1. The Statue
2. Civil War trail memorial
3. Cool Sports
4. Farragut Chamber

Ms. Howard stated that the only listing the Knoxville Visitors Guide had last year was the Farragut Folk Life Museum. Ms. Howard stated she had a lot of restrictions with the Tennessee State Guide. The Tennessee State Guide will only list business/events if there address is Farragut. Ms. Howard stated the Tennessee State guide can be something the EDC could work on for the 2012 guide.

Mr. Holladay stated the Knoxville Open got a lot more advertisement for Farragut during the event.

Mr. Holladay adjourned the meeting at 9:56 am.

**NEXT MEETING OCTOBER 6, 2010 at 8 AM.**

**X**

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Jim Holladay  
Chairman

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