



MINUTES
Economic Development Committee
Town Hall Community Room
December 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, Bob Markli, Phil Dangel

Committee Members Absent

Pamela Treacy

Staff Present

Valerie Millsapps

Other

Bettye Sisco with the Farragut West Knox Chamber

Meeting convened at 8:05am

Approval of Minutes

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

Review of Strategic Planning initiatives of the Economic Development Committee-Bill Johns

Mr. Johns highlighted clarifications from feedback of the November Economic Development Committee meeting and Board of Mayor and Aldermen meeting on the EDC of Strategic Planning initiatives. The Strategic Plan Draft will be emailed to the Economic Development Committee members on December 10. The Economic Development Committee will recommend the final clarifications at the January meeting and then present the final draft to the Board of Mayor and Aldermen for a vote in January.

Mr. Johns suggested the Economic Development Committee provide signage to promote the area at Farragut High School baseball stadium. The signage could be placed at the back part of the baseball stadium facing Kingston Pike.

Mr. Johns suggested that the committee size be reduced to 9 members and have one Board of Mayor and Aldermen represent the committee. Mr. Johns stated that if you are on another committee serving as a board voting member, such as; the Chamber, Knoxville Area Chamber Partnership, or the Farragut Business Alliance you shouldn't be allowed on the Economic Development Committee. This change would not affect anyone currently, but would affect members in the future. Mr. Dangel asked when the new rule goes into effect will the Economic Development Committee member be able to be re-appointed. Mr. Johns stated that the members serving on another committee as a board voting member could not be re-appointed. Mr. Purvis stated that this would limit your pool of people that would commit. Mr. Holladay stated he has heard feedback that the Town of Farragut has the same core of people serving on several committees and doing this would result in the same people trying to control everything. Ms. McLain-Tate stating that Mr. Holladay's comment probably came from someone that does not volunteer and aren't willing to serve on a committee. Mr. Smoak stated that by reducing the size of the Economic Development Committee would be to level the playing field to whatever happens to the Economic Development Committee in the future. Mr. Smoak suggested reducing the size and having board liaisons from other committees to serve on the Economic Development Committee.



Mr. Johns stated in the future if you are a voting board member on another committee that you wouldn't be able to serve on the Economic Development Committee. Mr. Holladay asked for a show of hands from the committee on who would support this change. No one in the committee raised their hand to show support of the change to not allow a voting board member from another committee to serve. No motion was taken.

ICSC

Mr. Holladay stated that he received only two volunteers from the Economic Development Committee to go to the ICSC, Mr. Dangel and Mr. Purvis. Mr. Purvis suggested the EDC look at the best person that will represent the Town at this conference and someone that has the best interest of the community. Mr. Myers stated how any EDC member could answer any questions that the retailer may ask them. Mr. Dangel suggested that the Mayor and the Town Administrator would be the most qualified to attend. Mr. Fitch suggested someone that has been to the ICSC before should be the one going. Mr. Smoak stated that the Mayor and himself would have scheduling conflicts and not be able to attend the ICSC. Mr. Fitch recommended that the EDC send Alderman Markli and Mr. Palmer. Mr. Nixon stated that the list of retailers shows 20-25 people that would be ideal targets to say thanks for their business or encourage the business to come to Farragut. Mr. Nixon suggested having a plan and then execute that plan. Mr. Purvis made a motion to find the right person to attend the ICSC and then work with Mr. Nixon to develop a plan and fund the trip to the ICSC thru the EDC budget. Mr. Holladay added to the motion to say that the Town Administrator, Alderman Markli, Mr. Dangel, and Mr. Nixon work together to develop a plan to fulfill at the ICSC. Mr. Dangel seconded the motion. All voted in favor.

Farragut Business Alliance Report-David Purvis

The Farragut Business Alliance are working on maxing the \$8,000 the Town of Farragut granted the Dogwood Arts. Mr. Purvis stated the increase exposure for the Town of Farragut would be:

- Float in the Opening Dogwood Arts Festival Parade
- Farragut High School Band in the Parade
- Wine and Culinary event at Bridgemore
- Art in the Park
- Russell House Tour
- Bike Ride

Mr. Purvis stated that the money collected from the Wine and Culinary event at Bridgemore might be donated to the Farragut High School band or the Arts program. The bike ride tour would be coordinated with West Bicycles and tour the parks where the Art is being created.

Any other Business

Ms. Howard stated that the Town met the November 18 deadline for the Knoxville Visitors guide. Farragut will have a much bigger presence in this issue over years past. Ms. Howard stated she will be submitting information about Farragut to the KTC to hand out at a conference in January called the American Bus Association much like the ICSC. Ms. Howard stated that an event called the Heartland Travel Showcase will be here in February 2012 and the State of Tennessee will be the host of 600 northern tour operators. Ms. Howard stated that 2011 will be the 150th anniversary of the Civil War. There will be big events over the next five years and in 2015 the big event will be held in Knoxville.

Mr. Dangel made the motion to adjourn. Mr. Markli seconded the motion. All voted in favor.



NEXT MEETING JANUARY 5, 2010 AT 8AM

X

Jim Holladay, Chairman