



MINUTES
Economic Development Committee
Town Hall Community Room
January 5, 2011 at 8 AM

Committee Members Present

Nancy Howard, Jim Holladay, Ram Suga, R. Knick Myers, Jim Nixon, Naoko Blue, Ginny McLain-Tate, David Smoak, Brad Fitch, Bill Johns, Bob Markli, Phil Dangel, Pamela Treacy

Committee Members Absent

David Purvis

Staff Present

Valerie Millsapps

Other

Bettye Sisco with the Farragut West Knox Chamber

Meeting convened at 8:05am

Approval of Minutes

Mr. Dangel made the motion to approve the minutes. Ms. Treacy seconded the motion. All voted in favor.

Strategic Planning for the EDC: Review and Recommend-Bill Johns

Mr. Johns asked for any major concerns with the Strategic Plan. Ms. Treacy asked if the Strategic Plan was the same as the one shown at the December meeting. Mr. Johns stated that the Strategic Plan is the same but, with some added information that he had received. Mr. Holladay suggested changing the word on slide 4 to presiding instead of residing. Mr. Johns stated that the proposed EDC budget of \$100,000 was ultimately up to the Board of Mayor and Aldermen to approve. Mr. Smoak stated that the information gathered for the proposed EDC budget was items that related to Economic Development activities.

Mr. Johns suggested the Economic Development Committee form the new sub-committees. The 3 new sub-committees will be:

1. Relationships
2. Recruitment
3. Tourism/Events

Mr. Johns stated that beginning in March 2011 the EDC Chairman should prepare quarterly reports to present to the EDC. Mr. Johns stated that the 3 new sub-committees should focus on:



Relationships

- Have booth at major events in promotion of Town
- Develop calendar of relationships/alliance visits
- Determine feedback/reach out meeting
- Reach out to other Farragut entities

Recruitment

- Validate business districts
- Determine best fit of recruitment targets based on segmentation
- Prepare for Recon trade show
- Development calendar of visits including meetings with developers, retailers, and realtors

Tourism/Events

- Develop major event calendar
- Coordinate major events to have a main calendar to forecast future
- Build relationships more with Knox Heritage and other historical organizations
- \$25 entry donation for the parade
- Promote civil war

Mr. Johns pointed out key items that the Board of Mayor and Aldermen and the Town of Farragut should work on. Some of those items are listed below:

BOMA

- Annex recommend areas
- Seize hotel/motel tax
- Manage completion of TOF history
- Promote backside of Farragut High School baseball stadium (the backside facing Kingston Pike)
- Review feedback from recommendations from meeting with developers

TOF

- Doing business in Farragut guide
- Business license development and launch
- Need consistency
- Customer service training
- Develop major events calendar for website
- Have economic development section in the annual report
- Update community cable channel for presence and content

Ms. Treacy suggested that there may be an opportunity to work with Farragut Schools regarding the creation of videos about the Town. Farragut Middle School has received national recognition (for several years) on CSPAN for documentaries the eighth grade class created. Ms. Sisco suggested the Town create a simple checklist for people to contact in certain cases of property tax questions, signs, etc. Mr. Smoak stated that the simple check list would be helpful to those that may need this information. Mr. Holladay suggested advertising the simple check list on the Town website or the Town cable channel. Mr. Markli asked if the Chamber could develop the checklist. Ms. Sisco stated the Town had the resources to create the list and that she would be happy to partner in the development of the check list.

Mr. Holladay stated that he was uncomfortable about the Strategic Plan wordage for the 8 members to have expertise in business concepts and that he thinks this would restrict membership. Mr. Johns stated the Economic



Development Committee should look at people that have certain expertise or certain level of business understanding. Mr. Johns stated he will change expertise to say general knowledge. Ms. Treacy stated that it would be okay to say expertise to have some business knowledge. Mr. Markli stated the Board of Mayor and Aldermen will nominate the best person that fits the qualifications from the pool of recipients. Mr. Markli stated he doesn't see a problem with the wordage but, if we were to change the wordage it should say preferably to have expertise in business concepts. Mr. Smoak stated the qualifications are similar to job descriptions, for example; choosing to say preferably keeps the options open for the Board of Mayor and Aldermen to ultimately choose who they prefer. All members unanimously agreed to change the wordage too preferably. Ms. Treacy made the motion to approve the Strategic Plan as presented by Mr. Bill Johns to present to the Board of Mayor and Aldermen. Mr. Fitch seconded. All voted in favor.

Farragut/ West Knox Chamber Report- Betty Sisco

Ms. Sisco stated that the Holiday Open House had over 250 in attendance this past December. Ms. Sisco stated the Chamber has several events coming up:

1. The Speaker Series: The Chamber already has Dr. Bass scheduled again and they are working on a date to have Knox County Mayor Tim Burchett speak at one of the speaker series.
2. The Chamber is looking into advertising opportunities for fellow Chamber members.
3. Coupon Program: The Chamber is creating a coupon program to have on their website. This will be free for the first couple of months.
4. Auction: The Chamber auction will be held in April or May and the theme this year will be "Celebrate".
5. The 5K run will be held this year.

Farragut Business Alliance Report-Phil Dangel

Mr. Dangel stated that there are no changes from last month's report. Ms. Treacy is working on the Dogwood Arts event for this year. The Dogwoods Arts event will be held at the Bridgemore Clubhouse on April 8, 2011. There will be an 8 course meal and all the food and wine will be donated. The event will be called, *An Adventure in Culinary Arts to support the Farragut High School Arts Program.* There will be performances between each course meal.

Mr. Dangel made the motion to adjourn at 9:12 AM. Mr. Markli seconded the motion. All voted in favor.

NEXT MEETING FEBRUARY 2, 2010 AT 8AM

X

Jim Holladay, Chairman