



MINUTES
Economic Development Committee
Town Hall Community Room
February 2, 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, Bob Markli, Phil Dangel, Pamela Treacy, David Purvis

Committee Members Absent

Brad Hitch

Staff Present

Valerie Millsapps, Gary Palmer

Other

Bettye Sisco with the Farragut West Knox Chamber,
Angel Martinez, Fuad Reveiz, and Luis Velazquez with the Hispanic Chamber of Commerce

Meeting convened at 8:05am

Approval of Minutes

Ms. Treacy made the motion to approve the minutes with the changes that she emailed to Ms. Millsapps. Mr. Dangel seconded the motion. All voted in favor.

Presentation from the Hispanic Chamber of Commerce

Mr. Velazquez presented the EDC with several brochures from the Chamber. The Hispanic Chamber provides seminars on:

- How to start a business
- Taxes
- Safety in the workplace, etc.

The Hispanic Chamber has 170+ members, 12 sponsors and 11 board members. Mr. Holladay asked if the Hispanic Chamber had an inventory of Hispanic Businesses in the area. Mr. Martinez stated that the Hispanic Chamber does not have an inventory of businesses. Mr. Martinez stated that Mayor Tim Burchett made a commitment to have sub-chapters of the Hispanic Chamber in the communities throughout East Tennessee. Ms. Howard asked if the Hispanic Chamber recruited for businesses or had a specific target. Mr. Reveiz stated that people call the Chamber with all different kinds of needs from needing an accountant, plumber, etc. and they are there to provide resources for business development and the community.

Selection of Sub-Committees and Priorities of each Sub-Committee

Mr. Smoak stated that the purpose of the EDC plan is to implement the plan with the Board of Mayor and Aldermen strategic plan. A list was provided to the committee of the priorities of the EDC, Town of Farragut, Board of Mayor and Aldermen and the 3 sub-committees. Mr. Holladay presented the list of who was going to be on what sub-committees.



Relationships

- Naoko Blue
- Jim Holladay
- Nancy Howard
- Ginny McLain-Tate

Recruitment

- Jim Nixon
- Brad Fitch
- Bob Markli
- Knick Myers

Tourism/Events

- David Purvis
- Pamela Treacy
- Ram Suga
- Phil Dangel

Mr. Smoak would be a floater among all the groups. Ms. Treacy stated that she would like to be moved to the Relationships sub-committee instead of Tourism and Events. Mr. Nixon stated that some committee members would term in 90 days. Mr. Smoak suggested the sub-committees get together and work on the list of priorities. Each group can get a lot done in 90 days. Everyone was in agreement of the alignment of the sub-committees. Ms. Treacy was moved from Tourism/Events to Relationships.

Report on Knoxville Visitor's Guide and the 2011 Heartland Travel Showcase

Ms. Howard passed out the new Knoxville Visitor's Guide and information on a Strategic Marketing Analysis for the Knoxville Tourism and Sports Corporation and the Dogwood Arts Festival.

Ms. Howard stated that the 2011 Heartland Travel Showcase meets every February and this year they will have their Regional show in Detroit, Michigan. This Regional show is kind of like the ICSC where bus tour operators come together and they plan their destinations. This year's theme is "Pack your bags we are Headed South". In 2012 Knoxville will be the host. Ms. Howard recommended that the EDC sponsor a table at the Regional Show for \$240. Ms. Howard stated the table can promote Farragut and that we can collect any items that we wanted to collect to showcase Farragut. Mr. Dangel suggested the Farragut Business Alliance sponsor a table along with the EDC. Mr. Smoak stated the EDC has the money in the budget to sponsor a table. Mr. Myers made the motion that the EDC write the check for \$240 to sponsor a table. Mr. Markli seconded the motion. All voted in favor.

Farragut/ West Knox Chamber Report- Betty Sisco

Ms. Sisco stated that the Chamber has their new map available for anyone that would like a new map can pick one up at the Chamber. Ms. Sisco mentioned the upcoming events.

- March 8- New Member Orientation at the Farragut Town Hall
- April 4- Dr. Bass will be at Fox Den
- April 29- Chamber Auction and the theme is "Celebrate"

Ms. Sisco stated that last month they had 15 new members join and February they have had 1 new member.



Farragut Business Alliance Report

Mr. Purvis stated the FBA donated money collected from the Red, White and Blues event to the Farragut High School Virtual Enterprise Class. The total amount was \$1250 and will be used for a competition trip in New York.

Mr. Purvis stated several other events coming up. Some of them are:

- Culinary Event at Bridgemore Clubhouse
- Art in the Park
- Taste of Farragut (potential dates are 9-23-11 or 10-7-11)

Mr. Purvis stated the Farragut Business Alliance website is up and running. They currently have 56 businesses listed on their website and will soon implement a calendar of events.

Any other Business

Ms. Treacy suggested that Mr. Smoak provide the EDC group with 3 or 4 updates from other committees each month that may affect the group. Mr. Smoak provided updates from three groups.

- Community Center Committee: BMA workshop is planned for April regarding a Community Center. A Feasibility study will need to be done to determine cost, location, and a long term plan of a center.
- Education Committee: The Education Committee suggested in their last meeting to work together with the EDC on activities throughout the year.
- Recycling Committee: A program will be considered in the next couple of months.

Mr. Purvis stated that when the beer in parks go before the BMA that he would like to be present at that meeting.

Mr. Smoak stated that the staff will be meeting this week regarding the beer in parks and it will be another month before this issue goes before the BMA.

Mr. Dangel made the motion to adjourn at 9:40 AM. Mr. Suga seconded the motion. All voted in favor.

NEXT MEETING March 2, 2011 AT 8AM

X

Jim Holladay, Chairman