



MINUTES
Economic Development Committee
Town Hall Board Room
April 6, 2011 at 8 AM

Committee Members Present

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

Committee Members Absent

Phil Dangel

Staff Present

Valerie Millsapps

Other

Bettye Sisco with the Farragut West Knox Chamber and Tim Williams with Matlock Tire and Farragut West Knox Chamber

Meeting convened at 8:05am

Approval of Minutes

Mr. Purvis made the motion to approve the minutes. Ms. McLain-Tate seconded the motion. All voted in favor.

Standing Reports

A. Farragut Business Alliance- David Purvis

- Dogwood Art Event called "Art in the Park" will be Sunday, April 10. Road signage will be placed for each Park location.
- April 15 will be a reception and art gallery held at the Red Line Gallery in Farragut.

B. Town of Farragut- David Smoak

- Building permits have increase to 6 last month
- ICSC group are meeting and getting ready for conference in May. Gary Palmer will be giving presentation next month on ICSC.
- Dogwood Arts Festival have several events this month
 - o Russell House Historic Home Tour, Saturday, April 9 9am to 5pm
 - o Dogwood Arts Festival Parade, Friday, April 29

Ms. Howard mentioned in the Dogwood Arts Festival Guide on page 42 the opportunity for visitors to visit the commercial site for the Farragut Memorial Plaza. Ms. Howard asked in reference to the map for the Dogwood Arts Festival if the Town has their own staff GIS person. Mr. Smoak stated that the Town has a contractor that does GIS and some staff know a little about GIS. If someone needs something specific the Town uses the GIS contractor. Ms. Howard asked if the Town gets return services from Knox County. Mr. Smoak stated that the Town contracts with a company called Arcadis. Ms. Howard stated that she knows there has been a reference to how expensive contracting services is and wanted to know if the Town has ever considered investing in training a staff person and to get our own software in the future. Mr. Smoak stated that has certainly been talked about. Ms. Howard stated that the East Tennessee Quality Growth Conference was held March 30-31 and some of the Town staff people attended. Ms. Howard asked if there was going to be a recap of the highlights from this Conference from those that attended. Mr. Smoak stated that Darryl Smith, Ruth Hawk and several planning commissioners attended the conference on how



to build communities properly. Mr. Smoak stated that the staff people are working to try and get materials to pass out to the Economic Development Committee.

C. Farragut West Knox Chamber of Commerce- Betty Sisco

- Dr. Bass networking went great and he already re-booked for next year.
- Chamber annual silent and live auction will be held April 29. The theme will be "Celebrate".

Review Incentives for Development Projects

Mr. Purvis stated that the purpose for this item on the agenda is to see what tools are available for municipalities to use to recruit businesses to come to Farragut. Mr. Nixon discussed several incentives such as:

- Tax increment financing or TIF
- Pay in lieu of tax or PILOT
- Utility Enhancement

Mr. Nixon stated that these incentives are great but, the Town does not have a property tax so these would not be available for Farragut. Mr. Williams stated that the Town could look at defraying some of the cost for a tenant or retail business by offering to try and increase sales and traffic flow by marketing or advertising. Ms. Howard stated that the Economic Development and Town of Farragut are working to promote businesses with the Farragut Business Alliance as they try to get businesses on their website and the Town has advertised in the Tellico Village Directory. Ms. Howard asked if a team from Knox County or the Chamber will be attending the ICSC that the Town could partner with as a team to help solicit businesses. Ms. Sisco stated that the Chamber is still thinking about the possibility of attending the ICSC.

Ms. Treacy made a motion to include a description of information that included the possible incentives to hand out at the ICSC convention. Ms. Treacy withdrew her motion for a lack of a second. Mr. Smoak stated that there are good websites with all the incentive information Mr. Nixon has talked about.

1. State of Tennessee Economic Development website: <http://www.state.tn.us/ecd/>
2. TVA website: <http://www.tva.gov/>

Mr. Smoak stated these incentives are not for retail type development and other than a TIF they would need to go to Knox County. Mr. Smoak stated that the greatest incentive is that Farragut does offer is that we have no property taxes. Mr. Purvis stated that the EDC should explore possibilities and options to support businesses and that we need to be prepared for when someone gets approached to have a strategy in place. Mr. Markli stated that we could offer opportunities to create a way to finance potential businesses permits through future tax revenues. Ms. Howard asked who the "we" was that Mr. Markli is referring to. Ms. Howard asked if a potential business calls the Town who would the Town staff direct them to. Mr. Smoak stated that right now people would call and talk to the Community Development Department or schedule a meeting with either Town Administrator or Associate Town Administrator. Mr. Markli stated that when a business calls the Town everyone needs to tell the same story. Mr. Holladay suggested having the recruitment committee to start the process to determine what type of incentives to put into place for business to come to Farragut. Mr. Holladay volunteered to serve on the Recruitment Committee to help with the incentives for businesses.

Summary of EDC and review of how 2010 funds were spent

Mr. Smoak went over the current expenditures from the EDC \$12,000 line item budget. Mr. Purvis stated that Mr. Nixon's money for food and taxi be crossed out. Mr. Nixon stated he would be paying for his food and taxi fares. Ms. Howard asked what the line item of \$5000 for marketing purposes for the ICSC was.



Ms. Howard asked if the Town purchased an advertisement. Mr. Purvis stated that the Town will be purchasing 30 jump drives with a lanyard that has a video presentation on it to pass out at the ICSC convention. Mr. Smoak stated that the EDC will need to make a decision on the budget at the May meeting.

Discussion of a need for a Japanese Grocery Store

Ms. Blue presented materials regarding the surrounding states that have Japanese grocery stores. Ms. Blue stated that people travel to these stores from all over the United States and that having a Japanese grocery store in the Farragut area would have a huge regional impact. Ms. Treacy stated that this is looking more of a regional pull because we are right between the stores located in Chicago and Atlanta. Ms. Howard made a motion for the EDC to form a task force to pursue the Japanese market and get more information from Ms. Blue. Ms. Treacy suggested amending the motion to say instead of creating a task force that we assign the recruitment committee to pursue the Japanese market and get more information from Ms. Blue. All voted in favor.

Any Other Business

- Ms. Sisco wanted to add that Dr. Bass event raised \$300 towards Child Advocacy Charity. Ms. Sisco stated at the annual live and silent auction will be in contact with 150 people. Ms. Sisco stated that the Farragut Rotary Club held spelling bee and that Mr. Myers wife came in second place.
- Ms. Howard noticed that the Turkey Creek Public Market will be open on weekends from 8am to 5pm and has been forecasted to reach 1 million visitors. Ms. Howard has heard of dialog and the possibility of the Turkey Creek Public Market providing a space for an information center for the Town of Farragut. Mr. Markli asked if this would be like a welcome center. Ms. Howard stated that this would be more like an informational center.
- Mr. Nixon asked what does the EDC members that have expiring terms need to do. Mr. Smoak stated that those members that wish to re-apply to the EDC need to fill out an application and return in May and then the Board of Mayor and Aldermen will vote in June.
- Ms. Sisco mentioned that the Chamber now has their own APP available for download on IPHONE or Android market.

Ms. Treacy made the motion to adjourn at 9:20AM. Mr. Fitch seconded the motion. All voted in favor.

NEXT MEETING May 4, 2011 AT 8AM

X

Jim Holladay, Chairman