



MINUTES
Economic Development Committee
Town Hall Community Room
May 4, 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, Phil Dangel

Committee Members Absent

Jim Nixon

Staff Present

Valerie Millsapps

Other

Bettye Sisco with the Farragut West Knox Chamber and Tim Williams with Matlock Tire and Farragut West Knox Chamber, Patrick Nichol and James Stokes with the Knox News Sentinel Charities, Lisa Duncan with the Dogwood Arts Festival

Meeting convened at 8:05am

Approval of Minutes

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

Community Grant Presenters

A. Dogwood Arts Festival - Lisa Duncan

- The Dogwood Arts Festival is requesting \$10,000 from the Town to further promote the Town of Farragut.
- The Dogwood Arts Festival map is distributed to over 150,000 residents that highlight the Farragut area.
- The Town of Farragut logo is published on the Dogwood Arts Festival website.
- The Town of Farragut had a float in the Dogwood Arts Festival Parade.
- The Russell house tour was a huge success. Over 500 people attended the Tour of the Russell house.

B. Knox News Sentinel Charities-Patrick Nichol and James Stokes

- The Knox News Sentinel Charities is requesting \$20,000 from the Town of Farragut.
- The kickoff for the Golf tournament is scheduled for August 22, 2011.
- 36,000 people attended last years event
- The event was featured on the golf channel highlighting John Daly for at least 5 straight days.
- News Sentinel is taking over the financial piece this coming year.
- Lots of businesses in the area have stepped forward to help this year.
- Last year \$58,000 was donated to charity.
- The grant request is to help provide seating in different areas at the Fox Den golf course and the Town of Farragut is identified in those areas.
- There will be an announcement May 16, 2011 of who will be at the golf event.

Ms. Howard asked if the 36 to 40,000 attendees were during peak times. Mr. Nichols stated the 36 to 40,000 attendees were during peak times. Ms. Howard asked if there are opportunities for Farragut businesses to promote themselves during the event. Mr. Nichol stated every player checks in Monday through Wednesday to register and they receive packets of information that the Town is welcome to provide information for the packet. Mr. Purvis asked if they provide hotel information. Mr. Nichols stated they do provide the players information of places to stay.

C. Farragut West Knox Chamber of Commerce- Betty Sisco

- The Farragut West Knox Chamber of Commerce is requesting \$15,000 to enhance the Chamber work and to strengthen and support the Community.
- The Chamber is active on social media such as Facebook and Twitter.



- The Chamber was able to provide education grants to better education. They rewarded a total of 51 grants. 37 of those grants went to Farragut businesses.
- The Chamber serves as a representative for several clubs for example Kiwanis, YMCA, and Optimist etc.
- The Empty Christmas Stocking Fund was held at the Chamber and over 300 attended the event.

Ms. Howard asked of the current 33% of Farragut chamber members what is the actual number. Ms. Sisco stated that an anchor in the Chamber directory represents each Farragut Chamber member and they're about 200+. Ms. Sisco stated the percentage has increased from last year and the Farragut West Knox Chamber can only grow as fast as the Town grows. The Chamber has lost some members due to the hard economic times.

D. Farragut Business Alliance - David Purvis

- The Farragut Business Alliance is requesting \$44,000 to fund a Part-Time position that will build on membership development and coordinate events.
- The FBA is requesting \$37,000 of new Town money and will use \$7,000 that already exists with the Shop Farragut program for a combined total of \$44,000.
- The FBA will work to expand the Shop Farragut program to a year round program to help brand the Town.
- The FBA staff person will coordinate with the Town staff and local businesses.
- The FBA will unify businesses, promote the Town and work with the individual businesses to make them more successful.

Ms. Howard asked what the additional \$10,000 for Shop Farragut would be used for. Mr. Purvis stated the additional \$10,000 would be used to develop Shop Farragut brochures and a key fob card. Ms. Howard asked how the FBA differs from the Farragut West Knox Chamber of Commerce. Mr. Purvis stated the Chamber covers a wider area; whereas, the FBA's focus is within Town limits. Ms. Treacy asked who the Part-Time person would report to. Mr. Purvis stated the Part-Time person would report to someone on the executive team and work from home. Ms. Treacy wanted to go on the record to say as one of the founding members of the FBA she did not vote to bring this grant to the Board.

ICSC - Gary Palmer

- The ICSC team has been meeting every other Thursday at Town Hall.
- The ICSC is a four-day conference for a chance to meet with several retailer and developers.
- Companies from all over the world attend the ICSC convention.
- The ICSC team has pulled out several businesses they want to meet with during the convention. The list includes several potential businesses as well as business that are already in the Town.
- Mr. Nixon has set some appointments with current and potential businesses.
- The Town of Farragut is the only entity present at the convention.

Mr. Palmer stated while at the convention the team has:

- Outlined a strategy.
- Contacted and made appointments with potential and current businesses.
- Will provide information about Town of Farragut and East Tennessee on a video that highlights some great assets of Farragut and the surrounding community.
- They have 30 flash drives with the information on them to give to the potential business clients that will be on a Town of Farragut lanyard.
- They will have 100 lanyards to pass out at the convention.

Ms. Treacy asked if they would be handing out any print materials at the convention. Mr. Palmer stated that all the information will be on the flash drives.

Town of Farragut Annual Report - Sue Stuhl

The Parks and Leisure Services Department work on the annual report during the summer and are completed by October. Ms. Howard asked who gets the Annual Report. Ms. Stuhl stated that every Farragut resident, Chamber, and realtors receives a copy of the annual report. Mr. Fitch asked if the subdivision section was necessary. Ms. Stuhl stated that the subdivision section is the most requested section of the annual report. Ms. Howard asked if the Farragut boundary map could be included in the annual report. Ms. Stuhl agreed but that there would have to be two pages taken out to provide a readable map. Mr. Williams stated the annual report is a great marketing tool and that should include a highlight of a Farragut business. Mr. Markli stated the Farragut Dogwood Arts Festival Map looks small enough to fit in the Annual Report. Mr. Markli stated that a page for Farragut businesses would be worthwhile. Ms. Treacy asked how much it would cost to add four pages to the Annual Report. Ms. Stuhl stated that four more pages would cost about \$4,000. Ms. Treacy stated we could use some of the EDC money for the extra pages. Mr. Myers stated it would be nice to see the Android



code on the front.

Marketing opportunities in local news outlets- Nancy Howard and David Smoak

Ms. Howard presented the second advertisement that will be placed in the Tellico Village directory. Ms. Howard stated the Town of Farragut has the opportunity to provide family friendly material to showcase hotels, attractions, restaurants and shopping at the new Public Market. There is no cost to provide the material, as the Public Market will have an area designated for information.

Mr. Smoak presented information provided from FOX43. FOX43 are hosting a new show to provide anyone the opportunity to have a 30 second low cost advertising spot to showcase their business during the airtime of the new show. Mr. Dangel suggested the Town look into advertising with Vern on charter media before investing in FOX43. Mr. Dangel stated charter media is on channel 15 and Vern pushes a product during this segment. Mr. Myers stated that the charter media advertisement would be a lot more involved unless you are advertising or promoting something. Ms. Treacy made a motion to give the remaining budget to the Town Administrator to come up with a marketing media plan to promote the Farragut community. Mr. Fitch seconded the motion. All voted in favor.

Any other Business

Ms. Hawk presented information of changes to the special event permit. Some of the changes include reducing the 32 sq. ft. signage to 16 sq. ft. Ms. Hawk presented photographs of signage examples. The permit requires you to submit a plan of where the signage will be placed. The EDC recommended Ms. Hawk present and discuss this at the next meeting

Mr. Dangel made the motion to adjourn at 10:01AM. Mr. Fitch seconded the motion. All voted in favor.

NEXT MEETING June 1, 2011 AT 8AM

X

Jim Holladay, Chairman