



Minutes
Economic Development Committee
August 3, 2011
8:00 AM
Town Hall Committee Room

Committee Members Present

David Purvis, Bob Markli, Jim Nixon, Naoko Blue, Jim Holladay, Ginny McLain-Tate, and David Smoak

Committee Members Absent

Ram Suga, Phil Dangel, and R. Knick Myers

Staff Present

Valerie Millsapps, Ruth Hawk, Sue Stuhl

Other

Bettye Sisco, Farragut/West Knox Chamber of Commerce

Approval of the Minutes

Mr. Purvis moved to approve the July 6, 2011 minutes. Seconded by Mr. Holladay. All voted in favor.

Open Meetings-David Smoak

Mr. Smoak presented the open meetings power point provided by MTAS.

Discussion on Special Event Permits-Ruth Hawk

Ms. Hawk presented changes to the special event permit. Ms. Hawk stated the biggest change will affect signage. Signs will need to be 20 sq. ft. signs and have a max height of 6'. The signs will need to be set back from the edge of the curb 20 ft. Ms. Hawk stated the signage will be separate from the Shop Farragut campaign. Mr. Markli made the motion to not exclude offices, banks, and other non-sales oriented establishments. Seconded by Jim Holladay. All voted in favor. Mr. Nixon asked if the permit included the Public Market. Mr. Smoak stated the Public Market is not included as it is in its own zoning district. Ms. Hawk stated the reasoning behind that would be the consistent barrage of signs and this would eliminate clutter. Ms. Hawk stated in regard to the Public Market itself you would have a clutter issue. Mr. Nixon agreed that every tenant should not be able to have a sign but as ownership of the Public Market as a whole would want to take advantage of the special event permit. Mr. Purvis stated not every tenant put a sign out, but pertaining to a special event and the Public Market as a whole is having a theme; such as a, fall festival wouldn't be a bad idea. Ms. Tate asked Mr. Nixon if what Mr. Purvis stated is what he has in mind for the Public Market. Mr. Nixon stated he had that in mind and

that they have hired an Event Coordinator working on events for the Public Market. Mr. Smoak asked Mr. Nixon if he was thinking on terms as the center itself and not individual vendors. Mr. Nixon agreed and stated this would be a good idea. Mr. Markli made a motion that the Town includes C2RW with the special event permit and that Ms. Hawk and Mr. Nixon work out any language that would need to be included. Seconded by Mr. Holladay. All voted in favor with Mr. Nixon abstained.

Status Updates

A. Town of Farragut-1. EDC Charter Changes

Mr. Smoak stated the Board of Mayor and Aldermen approved the Economic Development Committee charter changes in June. The changes include:

- 15 members reduced to 9
- The Town Administrator or his/her designee shall serve as an ex-officio member
- In order to avoid conflict of interest, any member that is employed by or serves as a board member of any organization which has received or will receive funding from the Town of Farragut shall not vote on matters involving any such organization which comes before the EDC.

Town of Farragut-2. Business Listings in Farragut

Mr. Smoak stated Farragut has over 425 business listings with a lot of those businesses being home based. Mr. Smoak stated the Board of Mayor and Aldermen have talked a lot about promoting businesses in Town and we need to look at what can we do to help promote them.

Mr. Smoak stated the Costco site plan was approved last month.

Mr. Nixon asked for the status of the Turkey Creek sign. Mr. Smoak stated the Board of Mayor and Aldermen approved the sign and the wording last month. The following three signs will be placed:

- Y-12 Federal Credit Union at Dixie-Lee
- Turkey Creek
- Watt Rd

Mr. Smoak stated there are two other signs that may be placed in the future, but the logistics need to be worked out first.

B. Farragut/West Knox Chamber of Commerce-Bettye Sisco

Ms. Sisco stated the Chamber still has maps available to anyone needing one. Ms. Sisco stated they have had several new members they are:

- Sweet CC's- A ribbon cutting will be held soon.
- Scoops
- First Choice Automotive-Ribbon cutting on August 17

Ms. Sisco stated some other upcoming events are:

- Turkey Creek Public Market ribbon cutting August 12
- Hampton Inn ribbon cutting August 9
- Luncheon featuring Haller Hill and Coach Fulmer on August 26

C. Farragut Business Alliance-David Purvis

Mr. Purvis stated the FBA is planning the Taste of Farragut that will take place September 23. The FBA are working to get restaurant participation.

Sub-Committee Update- Ginny McLain-Tate

Ms. McLain-Tate discussed the sub-committee listing and recommended that the visitor recruitment and retention be changed to marketing and development based on the Town's strategic plan. Ms. McLain-Tate stated being on one sub-committee does not exclude you from working on another. Ms. McLain-Tate stated one of the goals as a sub-committee is to visit businesses from the business listing. Mr. Markli suggested the Economic Development Committee have business cards to show and hand out when the Committee visits with businesses. Mr. Markli made the motion to retitle Visitor Recruitment and Retention to Marketing and Development. Mr. Purvis seconded the motion. All voted in favor.

Webinar to be moved to next meeting. The EDC had a sub-committee breakout until 10 am.

Next meeting Wednesday, September 7, 2011.

X

Ginny McLain-Tate
Chairman