



Minutes
Economic Development Committee
September 7, 2011
8:00 AM
Town Hall Committee Room

Committee Members Present

David Purvis, Bob Markli, Jim Nixon, Naoko Blue, Jim Holladay, Ginny McLain-Tate, Phil Dangel, Ram Suga, David Smoak

Committee Members Absent

R. Knick Myers

Staff Present

Valerie Millsapps

Other

Bettye Sisco, Tim Williams and Mike Such all with the Farragut/West Knox Chamber of Commerce

Approval of the Minutes

Mr. Purvis moved to approve the August 3, 2011 minutes with the amendment suggested by Mr. Holladay. Mr. Holladay stated the EDC charter was changed to 9 not 8. Seconded by Mr. Markli. All voted in favor.

Sub Committee Reports

A. Business Recruitment and Retention

Mr. Purvis stated the subcommittee discussed tourism, visitors and special events. Mr. Purvis suggested the subcommittee makes a mandate to meet outside the regularly scheduled EDC meeting. Ms. McLain-Tate suggested the subcommittee make an effort to meet or have a conference call.

- *Japanese Grocery Store*

Ms. Blue contacted the headquarters and asked if the store was interested in expanding and they thought about expanding out to the east or west coast. Mr. Nixon asked if the EDC knew of how many people would shop at a Japanese Grocery Store. Ms. Blue stated she would gather information and bring back to the next meeting.

B. Marketing and Development

Mr. Purvis asked in regards to the business listing print out if the EDC needs to

exclude home-based businesses or separate them out. Mr. Purvis suggested a mass mailing campaign to home based businesses. Ms. Sisco stated she can cross reference the business list. Mr. Holladay suggested identifying retail businesses. Mr. Purvis stated the FBA can cross reference the business listing list to see who belongs to the chamber or FBA. Ms. McLain-Tate suggested the EDC break up the list and call business to see if we are moving in the right direction as far as being business friendly is concerned. Mr. Smoak stated with the 9 committee members each member can go out to the business community and get feedback as they might be able to relate to the committee member better than Town staff. Mr. Smoak stated the Chamber ribbon cuttings are great opportunities to speak with businesses. Mr. Holladay volunteered to tackle the format of what information each committee member should come away with after meeting with a business. Mr. Holladay suggested the EDC come up with some mechanism so the members are not contacting the same businesses.

Real Estate Locator Webinar

The Real Estate Locator webinar was broadcasted with some key points.

- Realtors can manage own listings
- The Town has a choice whether to promote residential or commercial
- Spur economic growth

Mr. Purvis asked if the real estate locator would be available for commercial and residential listings. Mr. Smoak stated that would be a question for the committee and that he was under the assumption that it would just be commercial listings. Mr. Holladay asked if the EDC would include the commercial opportunities that border our Town boundaries. Mr. Purvis suggested getting the commercial realtors engaged somehow to get their feedback. Ms. Millsapps will research rates and have available at the next meeting.

Status Updates

A. Town of Farragut

Mr. Smoak stated the News Sentinel Open had a record crowd of 39,000 this year. Mr. Smoak stated several items coming before the planning commission:

- Small retail unit close to the Weigel's on Parkside Drive
- Big grocery store home site vacant land next to JcPenney's on Parkside Drive
- Special Event Signage on planning commission agenda this month and then on the BMA agenda next month

Mr. Smoak stated Town staff is still working with Costco. Mr. Smoak stated residential permits for new homes were up slightly from last month to 40 and that the Town had 17 commercial permits.

Mr. Smoak stated the FBA contract spells out 4 different areas of focus. Mr. Holladay asked how funding will be disbursed. Mr. Smoak stated the FBA funding will be disbursed quarterly. Mr. Purvis stated the FBA will be reporting to the Town of Farragut. Mr. Markli asked if the FBA contract included an advocate for businesses that would help them through the building process. Mr. Purvis stated this will be part where the potential executive director will be an advocate by being in the middle of the Town and the builder and walk them through the process. Mr. Purvis stated a report will be given back to the community on what the experiences were through the building process.

B. Farragut Business Alliance- David Purvis

Mr. Purvis stated the FBA are searching for an executive director and the potential

candidates will be interviewed by the FBA board. Mr. Purvis stated he has been working with Ms. Hawk on the special even signage. Mr. Purvis stated that the Taste of Farragut event will be held September 23, 2011 and the FBA has received great restaurant participation this year with a total of 23 restaurants so far.

C. Farragut West Knox Chamber of Commerce- Bettye Sisco

Ms. Sisco stated all the business opened for an exception of one in Farragut that she discussed last month. Ms. Sisco will have new businesses to announce at the next meeting.

- Hallerin Hill/Couch Fulmer event was a great success. It was all about leadership.
- Public Market ribbon cutting was a great success
- Scoops will have ribbon cutting September 16, 2011
- Farragut 5K race and Pet Walk will be celebrating its 18th year and be at Mayor Bob Leonard Park on Saturday, September 17, 2011.

Any other Business

Mr. Purvis stated he read that the Outlet Drive Extension project will be breaking ground and begin this month.

Mr. Dangel made the motion to adjourn at 9:30 AM. All unanimously agreed and voted in favor.

Next meeting Wednesday, October 5, 2011 at 8 AM.

X

Ginny McLain-Tate
Chairman