Minutes
Economic Development Committee
October 5, 2011
8:00 AM
Town Hall Board Room

Committee Members Present
David Purvis, Bob Markli, Jim Nixon, Naoko Blue, Jim Holladay, , Phil Dangel, Ram Suga, David Smoak, R. Knick Myers

Committee Members Absent
Ginny McLain-Tate

Staff Present
Valerie Millsapps, Julia Jones

Other
Bettye Sisco and Tim Williams with the Farragut/West Knox Chamber of Commerce

Approval of the Minutes
Mr. Dangel moved to approve the September 7, 2011 minutes. Seconded by Mr. Markli. All voted in favor.

Sub Committee Reports

A. **Business Recruitment and Retention**
Mr. Holladay stated the sub-committee met and discussed the survey and the Japanese/condominium food market. Mr. Holladay stated the sub-committee recommended to the EDC to not do the survey with business listings as it doesn't fall in the EDC charter. Ms. Blue stated she contacted the headquarters for the Japanese grocery store and they would like to have a population survey. Mr. Dangel asked what main things will be sold at the Japanese grocery store. Ms. Blue stated unprepared food, a bakery and Japanese bookstore. Mr. Dangel asked the population of Japanese people in Knoxville. Ms. Blue stated that the population has not been counted. Mr. Holladay stated the Japanese grocery store would not be limited to just Japanese people. Ms. Blue will be following up with the Japanese store Mitsuwa.

B. **Marketing and Development**
No update

Status Updates

A. **Town of Farragut**

Ms. Jones presented the Farragut Folklife Museum Events and Exhibits that are coming up over the next couple of years.

- October 21, 2011 at 6:30 PM: Gerald Augustus Lecture on using original weapons, Mr. Augustus will display, explain and demonstrate how the primary firearms that were used in the 1861-1865 period worked.
- Current Civil War Exhibit on Loan till October 24
- December 23-February 2, 2011-2012: Gallery Updates
- March 1, 2012 at 6:30PM: Dot Kelly Lecture
- September 2012: Movie Night in the Board Room
- February 24, 2013: Black History Event, African Americans in the Civil War
- November 16, 2013: Gerald Augustus Lecture: The Battle of Campbell Station

Ms. Jones mentioned some useful websites:

1. www.knoxville.org/civilwar
2. http://www.tnvacation.com/civil-war/history/10/tennessee-civil-war-sesquicentennial-events-listing/
3. http://www.civilwar.org/150th-anniversary/150-events/

Ms. Sisco invited Julia to come speak at the Chamber orientation on Tuesday, October 11, 2011 about the Civil War events. Ms. Sisco stated she would be the Civil War events on the Chamber website. Mr. Purvis stated the market and development sub-committee should look into how to get the news out on how the Town is celebrating. Mr. Markli asked the financial status of the museum. Ms. Jones stated the Town doesn't make money off of the museum. The museum takes donations and any of the donation money the museum receives goes into a savings account to purchase gallery updates or large items. Ms. Blue asked how much in donations does the museum receive. Ms. Jones stated the museum receives $100-$200 every month but that depends on the time of year. Mr. Markli asked if we had a gift shop. Ms. Jones stated we do have a museum gift shop and since she started 3 years ago the Folklife Museum has increased in membership, donations and gift shop revenue. Mr. Markli asked how much a museum membership costs. Ms. Jones stated you can purchase a membership for:

- Individual: $24.00
- Family: $36.00
- Business: $50.00
- Lifetime: $500.00

Mr. Smoak stated the Town allotted $26,000 in the budget for the museum this fiscal year. Mr. Purvis asked how far away are people coming to visit the museum and how do we track that. Ms. Jones stated the museum has a sign-in sheet and the museum gets visitors from all over. Ms. Jones stated the museum especially gets visitors from Michigan. Mr. Markli asked if the museum has its own website. Ms. Jones stated the museum has its own page on the Town website. Mr. Markli stated it would be nice to link to different places and in turn they link to our website.

Mr. Smoak stated the commercial and residential development has increased slightly from last year to 44. Last year the Town only had 34. Mr. Smoak stated the planning commission will have the 3-minute car wash site plan and Costco site plan approval for an outside detention. Mr. Dangel asked if Costco will be sell wine and alcohol. Mr. Smoak stated that Costco hasn't submitted plans.

B. Farragut Business Alliance- David Purvis

Mr. Purvis stated the Taste of Farragut was a successful event with a total of 1,044 attendees. Mr. Purvis stated that 20 restaurants participated. Mr. Purvis stated the FBA are working on a redesign for the Shop Farragut logo as they are looking at branding the Shop Farragut program to be year round. This way everyone will have the same logo on their sign. Mr. Purvis stated the FBA has extended an offer to fill the position for executive director. Mr. Dangel stated the FBA will be hosting the first ever lighting of the Christmas trees at Campbell Station Park on November 29, 2011. Mr. Dangel stated the holiday event will have free hot chocolate or cider, have a couple of the Farragut grade schools choir sing, and have a couple of children and the Mayor press the button to light the Christmas trees. Mr. Dangel stated the Farragut Press is a co-sponsor of the holiday event.

C. Farragut West Knox Chamber of Commerce- Bettye Sisco

Ms. Sisco stated the Chamber has added 5 new members. Ms. Sisco stated the fall 5K received great attendance with over 200 participants. This event raised $354 for Young Williams. Ms. Sisco stated the Chamber has some events coming up:

- October 11, 2011 at 7:30 AM-New Member Orientation at Town Hall
- October 18, 2011 at 7:30 AM-Breakfast speaker Bob Kesling at Fox Den
- December 1, 2011- Open house at the Chamber parking lot
- October 27, 2011-Downtown UT will be light the night walk for leukemia and lymphoma

Real Estate Locator

Ms. Millsapps presented the Real Estate Locator that is now available on the Town of Farragut website under Business. Ms. Millsapps stated that she has contacted 17 realtors about listing there commercial property on the Town website. Out of those 17 listings 5 are currently on the website. Ms. Millsapps stated the Town can list 25 properties for a year for free as long as the Town maintains those listings. Ms. Millsapps encouraged committee members to contact the remaining list of potential commercial business listings in the Farragut area. Ms. Millsapps stated this would be a great opportunity over the next year for the committee to evaluate what businesses we would like to come to the Farragut area and try and help fill the empty buildings.

Mr. Myers made the motion to adjourn at 9:20 AM. Mr. Markli seconded the motion. All voted in favor.

Next meeting Wednesday, November 2, 2011 at 8 AM.

X

Ginny McLain-Tate
Chairman