Minutes
Economic Development Committee
November 2, 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, Ginny McLain-Tate

Staff Present
Valerie Millsapps, Gary Palmer

Other
Bettye Sisco with the Farragut/West Knox Chamber of Commerce and Allison Sousa with the Farragut Business Alliance

Approval of the Minutes
Mr. Dangel moved to approve the October 5, 2011 minutes with the suggested changes made by Mr. Holladay. Seconded by Mr. Holladay. All voted in favor.

Sub Committee Reports

A. Business Recruitment and Retention

Ms. Blue stated she will wait until personnel changes take place with the Japanese grocery store before she makes contact again. Ms. Tate suggested discussion of recommendations of why the sub-committee chose not to do any type of discussions with businesses. Ms. Tate stated one informal concept was to not do any type of writing type thing. Ms. Tate stated when doing business as part of the EDC this is one reason we had the business cards made up to informally have a conversation with the owner or establishment that you are in to get a feel on how things are going. Mr. Myers stated when the group met that they were under the assumption that these types of conversations were already happening in the Town. Ms. Tate asked the group if these conversations were happening. Ms. Tate stated if we are having meaningful conversations with businesses to make sure and bring that back to the group to let everyone know. Mr. Myers stated he has countless people over the years tell him something that the person does not want him to repeat the information and he asks himself what is supposed to do with this information. Mr. Smoak stated the stories are important to try and let the public know that we are working towards changing the perception and he needs to hear these informal conversations that the EDC is having with various businesses. Mr. Smoak stated some conversations with businesses may need to be addressed, ordinance amendments may need to take

place, or if it is a confidentiality issue the EDC could speak with him or Gary on anything development related. Mr. Smoak stated the Town needs to hear the co ncerns so they can be addressed. Mr. Myers stated that if someone in the EDC group is out and approached with a negative or complex issue it needs to go directly to David or Gary.

B. Marketing and Development

Mr. Markli stated the group met and had a very productive meeting on identifying three opportunities for the marketing and development sub-committee to pursue.

1. Luxury Apartments: The Town has a shortage of apartments.
2. Office Buildings: Spaces to support housing and commerce.
3. 100,000 visitors that pass through Town and don't realize Farragut is here: Have signs.

Mr. Markli stated to address these opportunities the sub-committee came up with several ideas for initiatives:

- Send delegates to department and office building conferences
- Advertise in department and office building trade journals
- Need to revise the Town's Urban Growth Boundary
- Inventory available land and available resources for office and department building sites
- Work to repair relations with Knox County and City of Knoxville
- Announce ourselves to the visitors coming through Farragut by the means of a municipal board or reader board to display events as you pass through Town

Mr. Myers stated Renaissance has no office space that they have remained at 95% full since 2006. Mr. Myers stated there is a need for office space. Mr. Nixon stated Turkey Creek is full. Mr. Purvis suggested a site for a regional space to recruit a headquarters or regional headquarters that would bring executives that would want to live, buy a house, and be in our community here. Mr. Smoak stated Franklin has done a great job at recruiting national brands to come to Town because of the great quality of life living there.

Status Updates

A. **Town of Farragut-David Smoak**

Mr. Smoak stated the EDC will be placing an ad again in the Tellico Village Directory for the winter edition. Mr. Smoak stated the residential permits are up this year and it is the highest since 2008 with 46 current permits. When the Costco building permit is issued that will help out the year for Commercial permits. Mr. Smoak stated the Board of Mayor and Aldermen approved the Shop Farragut special event signage. This will allow no additional sign permits be issued 2 weeks before and after the Shop Farragut program.

B. Farragut Business Alliance- Allison Sousa

Ms. Sousa stated the FBA held their first board meeting since she has been on as Executive Director and she prepared a short term action plan based on input from one on one meetings from various individuals. Ms. Sousa stated she was trying to get a handle on the perception of the FBA in the community, what is the FBA supposed to be and what are we supposed to be doing and how we develop these things together. Ms. Sousa stated out of these conversations she has developed an action plan. Ms. Sousa stated the Shop Farragut program is up and running. The letters went out and participants need to take action now. The Shop Farragut logo has a brand new logo to

market year round. Mr. Purvis stated at the next Board of Mayor and Aldermen meeting a proposed ordinance will be presented to change the size of special event sign permits and that 15% of the sign has to have the Shop Farragut logo. Ms. Sousa touched on other action plan items for the FBA:

- Defining the features, benefits and goals of the FBA and being able to present some kind of promotional piece to define whose doing what and why
- Find out what is working with businesses and what is not
- Highlight a new business each month in the paper focusing on the positive experiences with the Town
- Continue meetings with stakeholders
- Plan to shadow Town employees to what businesses go through and be the hand holder to help them through the development process
- Serve as a liaison and partner with the Chamber

C. Farragut West Knox Chamber of Commerce- Bettye Sisco

Ms. Sisco stated the Chamber has added 5 new members all of those are in Farragut. Ms. Sisco stated the networking with the Kiwanis Club at Calhoun's was well attended. The new member orientation had over 100 people. The ITT Technical Institute students came to the new member orientation and got to experience networking with businesses and see the museum. The next networking event will be at Broadway Carpets and more students from ITT Technical Institute will attend. Ms. Sisco stated the new Primrose School has been using the Chamber board room to interview parents and enroll students.

Any other Business

Mr. Dangel announced the first ever tree lighting at Campbell Station Park. This will be Tuesday, November 29 at 6 PM. Ms. Stuhl has arranged the tree lighting and the Christ Connection Church has agreed to let anyone utilize the parking area.

Mr. Smoak stated Ms. Stuhl went to Jacksonville, Florida to watch the changing of the guards for the USS Farragut. Ms. Stuhl was able to meet the new commander. Mr. Smoak stated the Navy tries to reach out and keep up with those communities they are named after.

Mr. Dangel made the motion to adjourn at 9:25AM. Mr. Holladay seconded the motion. All voted in favor.

Next meeting Wednesday, December 7, 2011 at 8 AM.

X

Ginny McLain-Tate
Chairman