



Minutes
Economic Development Committee
May 2, 2012
8:00 AM
Town Hall Board Room

Committee Members Present

David Purvis, Bob Markli, Jim Nixon, Phil Dangel, David Smoak, R. Knick Myers, Ginny McLain-Tate, Naoko Blue, Jim Holladay, Ron Pinchok

Staff Present

Valerie Millsapps, Gary Palmer, Ruth Hawk

Other

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

Approval of the Minutes

Mr. Purvis moved to approve the April 4, 2012 minutes. Seconded by Ms. McLain-Tate. All voted in favor.

Discussion of Town of Farragut Comprehensive Land Use Plan

Mr. Smoak started off the discussion with vacant properties. Mr. Smoak asked what do you think would be a good alternative to get the big boxes filled? Ms. McLain-Tate asked if we can do anything with the Kroger building. Mr. Smoak stated the Kroger building is under a short term lease and anyone that wanted to move in would only have a certain number of years guaranteed. The old Food City building is up for sale and the old Ingles is still owned by Ingles and not for sale.

Mr. Purvis stated there has been discussion among the committee using existing space for a community center. Mr. Smoak stated the Board of Mayor and Aldermen has had some discussion and Aldermen Markli could speak on that. Mr. Markli stated it is a good idea although no one is doing anything about it right now. Mr. Markli stated since the building is sitting empty; what if we approached Kroger and presented to them that we have a use for the building and maybe subsidized the lease. Mr. Nixon stated that wouldn't work because the Kroger building needs a lot of work to fix the building.

Mr. Markli asked if anyone knew how much Food City was asking for that building. Mr. Smoak stated they are asking 2.1 million with about 10 acres. Mr. Myers stated if you used the space for a community center or a school it would be a great location. Ms. McLain-Tate stated it would make a great place for a community center.

Mr. Smoak asked about big box vacant spaces and if the group would like to see the vacant space as big box, divided up, or redeveloped completely. Ms. McLain-Tate stated the empty grocers would be great for colleges.

Mr. Smoak asked what the EDC thought of re-using the empty space for office space; such as, a call center. Mr. Purvis stated Nova on Chapman Highway turned the shopping center into a call center. Mr. Myers stated we need to make it known to commercial agents that we are open for business.

Mr. Smoak asked the EDC what the Town of Farragut can do to help. Mr. Markli stated the Town can make a special fast track process for them. The Board of Mayor and Aldermen can hold special called meetings to

make that happen. Mr. Myers stated the Town can write a check to a developer and they can pay that back over 60 months. Ms. Hawk stated the Town can come up with 5 examples of a fast track process. We can list when plans were submitted and when they were approved. Mr. Pinchok stated this would be great to hand out at the ICSC. Mr. Purvis stated we can hand it out to leasing agents.

Mr. Smoak asked if the EDC would like to see more gathering places. Mr. Pinchok stated as he has traveled the places he has enjoyed the most has been places with cafes. Mr. Purvis stated we have talked about the need for apartments and the need to walk to the stores or restaurants, but you are having people cross Kingston Pike due to a high traffic flow. Do you centralize it in the 4 corners of the intersection where there is high traffic flow and encourage walking or set it back away from the major intersection. Mr. Pinchok suggested the south side of Kingston Pike where you could walk from Town Hall to Kroger to the community center. Mr. Markli stated it is hard to get around right now and there has been discussion about a pedestrian bridge over Kingston Pike or a tunnel. Mr. Markli stated there needs to be connectivity to get around. Ms. McLain-Tate asked what size Central Business District are we talking about. Mr. Holladay stated being in the 21st Century should we be talking about a Central Business District or business districts. Ms. Sousa stated before you talk about where it should be or what it will look like, you need to define the function. What is the function? What are we trying to provide? What asset does the community want? It needs to be driven by the function.

Mr. Smoak asked about open space and if an amphitheater or something like that would be better than a central business area. Mr. Holladay stated McFee Park would be best for an amphitheater. Mr. Purvis stated a park has more potential. Ms. Sisco stated it would enhance your park.

Recommendation of contract between Town of Farragut and Farragut/West Knox Chamber of Commerce

Mr. Purvis moved to make a recommendation to the Board of Mayor and Aldermen to accept the contract as written. Seconded by Mr. Pinchok. All voted in favor.

Discussion and update on ICSC convention

Mr. Smoak stated we have been working as a subcommittee to get ready for the ICSC convention. The Town contracted with The Shopping Center Group to get us demographic data to get ready for the convention. Mr. Smoak stated we will be able to utilize this information as we meet with different businesses. Mr. Smoak stated we are meeting weekly to get ready for the convention. Ms. McLain-Tate stated the information The Shopping Center Group has provided is good. They have provided apps for the team to bring up on the computer while at the ICSC. Mr. Purvis stated we can market the Town and identify key targets for key areas in Town.

Status Updates

A. Farragut Business Alliance

Ms. Sousa stated Art in the Park had 24 people register and 21 people participate. The art is displayed on Facebook and on display at the Red Line Gallery until Friday. The reception had about 200 people and was an indoor/outdoor event.

Ms. Sousa stated at the “*mingle and meet*” last month the Farragut Business Alliance launched the Shop Farragut App. We are starting to plan Red, White, and Blues. Mr. Purvis stated the FBA is trying to launch the Shop Farragut holiday program into a year round branding program. The FBA has now published an app for the android and iPhone markets. With the Shop Farragut App you can:

- Look for businesses by name or category and share information on Facebook or Twitter
- Click to call
- Share events within the calendar
- Look at weekly deals for area businesses

Mr. Purvis stated they have had 82 downloads of the app today. Mr. Purvis stated if citizens did not have a smart phone they can get email instead of using a smart phone app.

Mr. Pinchok asked if the Town could use the TV channel for Shop Farragut Businesses. Mr. Smoak stated we can put information about the smart phone app on the Town's TV channel.

B. Farragut/West Knox Chamber of Commerce

Ms. Sisco stated the Chamber had a networking with the Farragut High School Leadership group at

Newks, a networking at West Bicycles and Baskin Robbins. The Chamber helped open up:

- Jay Subs across from the Shrimp Dock.
- Massage by Terrah in the Renaissance

Ms. Sisco stated Mekisko will be celebrating Cinco-De_-Mayo over a 3 day event. Ms. Sisco stated on May 8, Dr. Bass will be back and present the publication of his new book. Ms. Sisco stated the Chamber auction was a great event with over 250 attendees. The Chamber rose over \$2000 to Star through the event.

Any other Business

Mr. Smoak stated the EDC meeting for July falls on the 4th this year. Mr. Dangel moved to approve that the EDC take the month off. Seconded by Mr. Myers. All voted in favor.

Mr. Dangel made a motion to adjourn at 9:50 AM. Seconded by Mr. Purvis. All voted in favor.

Next meeting Wednesday, June 6, 2012 at 8 AM.

X

Ginny McLain-Tate
Chairman