



Minutes
Economic Development Committee
September 5, 2012
8:00 AM
Town Hall Board Room

Committee Members Present

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

Staff Present

Valerie Millsapps

Other

Tim Williams, 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 August 1, 2012 minutes. Mr. Holladay seconded the motion. All voted in favor.

Sub-Committee Reports

- A. **Business Recruitment and Retention**: Mr. Holladay presented a template to the committee to start listing vacant properties in Town. Mr. Holladay discussed properties that have the best chance at success and the greatest economic value.

Mr. Myers stated the Planning Commission looked at the big picture for the prime location on Kingston Pike where Krispy Kreme wanted to locate. It was resolved to have a right in right out and left in. Mr. Myers stated this is a prime example of ways the Town is contributing to blighted properties.

- B. **Marketing and Development**: Mr. Purvis stated the meeting with developers would be best after Mr. Smoak has the information for the ICSC, the committee reviews the final land use plan update, and after the Business Recruitment and Retention gathers vacant property information.

Mr. Pinchok suggested the developers fill out a questionnaire, so staff can address those questions and concerns on the front end before the meeting.

Status Updates

A. Town of Farragut

Mr. Smoak distributed print outs with residential and commercial permits over the last eight (8) months. The new commercial permits are slightly down and the residential permits are already up this year over last year.

Mr. Smoak stated Costco will hold a grand opening on November 9. The traffic signal will be put in place over the next couple of weeks.

Mr. Smoak stated 203 businesses have taken advantage of the free business license registration. After October 12, 2012, there will be a \$15 charge.

B. Farragut West Knox Chamber of Commerce

Ms. Sisco stated the Chamber had four (4) ribbon cuttings in the month of August and several new members. Ms. Sisco highlighted some events coming up:

- The Farragut 5K will be on November 3. Long sleeve shirts will be available for the first time this year.
- New Member Orientation will be held at Farragut Town Hall on October 9.

C. Farragut Business Alliance

Mr. Purvis stated the Farragut Business Alliance held Strategic Planning last month and found the need to redefine the mission statement. The proposed mission statement is to advocate for businesses in the political process and to brand and promote Farragut businesses through the Shop Farragut Program and other community events. Some of the organizational goals that came out of that meeting were:

- o Increase one on one engagement with businesses
- o Restructure mingle and meets to increase interest and attendance
- o Continue to promote Shop Farragut and increase the campaigns visibility
- o Work on game plan for broader media reach:
 - Distribute Shop Farragut static stickers to participating businesses to display on their doors
 - Create a Farragut Business Expo to hold in one of the local churches
- o Add a golf tournament
- o Propose a visit to Decatur, Georgia and other communities to look at a similar FBA organization and to see what the organization looks like after a number of years

Ms. Sousa stated the Taste of Farragut will take place Friday, September 21 at 6:30pm in the old Kroger parking lot. Online tickets are available this year at Farragutbusiness.com. A discount of \$5 is available on adult tickets if purchased in advance. Proceeds will support the Shop Farragut program.

Ms. Sousa stated the Farragut Business Alliance hosted an information booth at the News Sentinel golf tournament with over 30 volunteers during the course of the tournament. The Farragut Business Alliance had an increase of exposure throughout the event promoting Shop Farragut.

Additional exposure included:

- o Traditional signage
- o Electronic scoreboard signage

The Farragut Business Alliance printed about 10,000 of the Shop Farragut cards that promote the Shop Farragut App and Deal Mail. Ms. Sousa stated the FBA saw an increase of downloads of the Shop Farragut App and Deal mail the week of the tournament.

Ms. Sousa stated the Farragut Business Alliance will be partnering with the Town on social media workshops to show value to businesses having registered with the Town. The two workshops will be free:

- o October 30 at 8am: Growing your small business with social and other media
- o November 13 at 8am: Maximizing your businesses Facebook page and other social media tips

Mr. Dangel made a motion to adjourn at 9:15 AM. Seconded by Mr. Purvis. All voted in favor.

Next meeting Wednesday, October 3, 2012 at 8 AM.

X

Ginny McLain-Tate
Chairman