



Minutes
Economic Development Committee
November 7, 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, R. Knick Myers

Absent

Bob Markli

Staff Present

Valerie Millsapps

Other

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

Approval of the Minutes

Mr. Dangel moved to approve the September 5, 2012 minutes. Mr. Purvis seconded the motion. All voted in favor.

Review Professional Retail Marketing Services Agreement

Mr. Smoak stated the Town will be entering a long term contract with a Professional Retail Marketing Group. The Town received 3 responses to an advertised RFP. Mr. Smoak stated after a 2 month process, along with interviews and reviewing the RFP responses the Town selected The Shopping Center Group. The Shopping Center Group has established relationships with the retail market that can provide the Town with on-going demographic data that the Town needs moving forward. The FBA are looking into the possibilities of hosting a booth reception at the ICSC next year to expand on the relationship with local retailers and developers.

Sub-Committee Reports

- A. **Business Recruitment and Retention**: No report
- B. **Marketing and Development**: Mr. Purvis stated the sub-committee will need to meet right after the EDC meeting to discuss the upcoming meeting with developers and realtors.

Status Updates

A. Town of Farragut

Mr. Smoak stated the Costco open house will be Thursday night, November 8 at 6pm. This will give the community the opportunity to preview the warehouse before the actual opening on Friday, November 9. Mr. Palmer stated the Comprehensive Land Use Plan will go before the Planning Commission on December 20. This will be a public hearing and adoption of this plan. Citizens can get online at www.townoffarragut.org and click on the Assistant Town Administrator page for more information on the plan.

Mr. Smoak stated Anytime Fitness is now open with about 6,000 sq. feet.

B. Farragut West Knox Chamber of Commerce

Ms. Sisco stated the Chamber will hold the Costco ribbon cutting Friday, November 9 at 7:45am.

Ms. Sisco named several new Chamber members that have been added within the last month. Ms. Sisco mentioned that the Chamber Christmas open house will be on December 6.

C. Farragut Business Alliance

Mr. Purvis stated the Taste of Farragut was a successful event.

- The FBA will be hosting a social media class here at Town Hall on Tuesday, November 13. This is another added value of having a business license with the Town.
- Mr. Purvis stated the light the park event will be November 26. The promotion for the event is already in full swing.
- Mr. Purvis stated the Shop Farragut smart phone app has some new features. The Shop Farragut campaign is coming up. Information can be picked up at Town Hall or the Farragut West Knox Chamber.

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

Next meeting Wednesday, January 2, 2013 at 8 AM.

X

Ginny McLain-Tate
Chairman