Minutes
Economic Development Committee
May 7, 2014
8:00 AM
Town Hall Board Room

Committee Members Present:
Phil Dangel, Naoko Blue, R. Knick Myers, Jim Nixon, David Smoak, Ginny McLain-Tate, Jim Holladay, Ron Pinchok

Committee Members Absent:
David Purvis, Bob Markli

Staff Present
Jenn Hatmaker

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

Approval of the Minutes
Mr. Dangel moved to approve the February 5, 2014 minutes. All voted in favor.

March 5, 2014 minutes were amended to note that R. Knick Myers and Allison Sousa were absent. Mr. Dangel moved to approve the amended minutes. All voted in favor.

Discussion of commercial recruitment for vacant/undeveloped properties
Mr. Pinchok presented five (5) Commercial Recruitment ideas for discussion and requested feedback from the EDC: Commercial Office Space, Major Hotel/Major Restaurant, Cultural/Entertainment Venues, Family Activities, and Vacant Property.

1. **Commercial Office Space:** Mr. Pinchok asked if the EDC would like to see a large office building built in the Town and if so where would it go. Mr. Nixon stated that he did not feel there would be enough space Downtown. Ms. McLane-Tate asked about Town Ordinances. Mr. Smoak and Mr. Nixon stated that there are different zones that an office building could be built in within the Town of Farragut. Mr. Pinchok stated that bringing an office to the Town would bring people to the Town. Mr. Pinchok asked again where an office building could be placed within the Town. Mr. Pinchok asked if Outlet Drive would be a good place for a large office building. Mr. Nixon stated that the Outlet Drive area may be more suitable for outlets and not an office building.

   Mr. Myers stated that the Renaissance has approximately 30 companies and the Principals of those companies live close. The driving force was quality of life and put their company in close proximity to where they live. Mr. Myers stated that there are many entrepreneurs in the Town whose companies are nationally known. Mr. Pinchok asked how to reach them. Mr. Holladay stated that there needs to be a mechanism in place for research to be processed and put into a marketing campaign.

2. **Major Hotel/Major Restaurant:** Mr. Pinchok stated that the Town needs a banquet hall. Mr. Pinchok asked if a major hotel like Hilton or Marriott with a nice banquet hall be interested in Outlet Drive. Mr. Nixon stated that those hotels work well off major interstates. Mr. Myers stated that the Renaissance will not book the vast

majority of available banquet space to local events too far in advance with the hope that another big event will want to book the banquet space. Mr. Myers stated that the convention space does not make any money.

Mr. Holladay stated that many communities are using a version of the Russell House as a reception venue for weddings and banquets. Mr. Nixon stated that the Russell House is small and did not think it would be large enough.

3. **Cultural / Entertainment:** Mr. Pinchok stated that he and Mr. Smoak met with Stephen Krempasky and discussed building venues in the Town for entertainment. Mr. Pinchok stated that a press release stated that Harley Davidson at Lovell Road will be building a venue. Mr. Pinchok stated that the venue will not be in the Town but it will be close. Mr. Myers stated that the Swan property close to the interstate would be perfect to build a venue within the Town; however, it would be costly. Mr. Dangel asked why the Town is not interested in purchasing the property mentioned by Mr. Myers. Mr. Pinchok stated that it is due to money. Mr. Dangel stated that the point of the EDC is to go the Town and present what would be in the Town's best interest.

   Mr. Pinchok stated that his vision for the Russell House is a large room, welcome center and museum on site. Mr. Dangel asked if it would be large enough to host weddings. Mr. Smoak stated that he did not know if there would be enough room. Mr. Myers asked if the Town owned a banquet hall would the Town be able to charge market rates. Mr. Myers stated that if there is a Public / Private partnership then market rates could be charged more easily.

4. **Family Activities:** Mr. Pinchok stated that people come to Farragut for events such as tournaments but the Town needs activities for families to do after. Ms. McLain-Tate stated that a business like Dave and Busters would be good for the Town. Mr. Pinchok stated that money is budgeted to the EDC and asked if the committee members all agreed that some of the budget should be used to make a brochure or advertisement to attract businesses for family activities. Mr. Nixon sated that grading the land for the new business or building a road to the business would be more attractive than a brochure. Mr. Myers agreed with Mr. Nixon and stated that businesses know where they want to locate and would respond better to the Town helping them. Mr. Dangel stated that the EDC should come up with a project that all the committee members agree that the Town needs and that will be successful. Mr. Dangel stated that the Town staff and EDC representative going to ICSC should try to meet with Dave and Busters and research to find out what the real estate is on Dave and Busters, what Dave and Busters is looking for, and what it would take to get them to the Town of Farragut. Ms. Sisco stated that Houston's Restaurant would be good for Farragut and would like the ICSC team to try and speak with them at ICSC.

   Mr. Dangel stated that anything to do with music is popular and that the Town is missing out. Mr. Myers stated that the Farmer's Market opened and had live entertainment. Mr. Myers stated that he was surprised by the amount of people who showed up and that people are starved for that type of family entertainment. Mr. Holladay stated that the original concept of Farragut was to be a place where people lived and did all other activities elsewhere. Mr. Holladay stated that this has changed over time but not everyone has changed at the same rate and not everyone is on the same page with what Farragut needs. Mr. Dangel stated that younger people with families are moving to Farragut for the school system and will replace those who do not go out on Friday and Saturday, creating a need for more family activities and entertainment.

   Mr. Pinchok stated that the goal is to pick a project and asked if the EDC should wait until after the ICSC team returns.

   9:05 AM Mr. Dangel made a motion to wait until after ICSC to pick a project.

   Mr. Pinchok asked if we could market what Farragut wants / needs. Mr. Myers stated that historically this has been misconstrued so we would have to be careful. Ms. Sousa stated that one of the branding questions was "If you could bring one thing to Farragut what would it be?" Ms. Sousa stated that the EDC should wait until the branding report comes out before picking a project.

9:08 AM Mr. Dangel made a motion to wait until after the branding report to pick a project. Ms. Sisco seconded the motion. All voted in favor.

5. **Vacant Property:** Mr. Myers stated that when businesses come to a new area it is a complicated process to ensure compliance with all codes and ordinances. Mr. Myers stated that when a new businesses wants to come to Farragut a representative of that business contacts Mark Shipley. The initial contact is usually confidential; however, Mr. Myers asked if once the business decides to come to Farragut, would it be possible for Mark Shipley to ask if the business owner would be willing to work with the EDC. Mr. Smoak asked how the process would work. Mr. Myers stated that once a new business comes to Farragut two (2) people from the EDC would meet with a representative of the business to see if it is what the EDC is looking for then the representative would come speak to the EDC. The EDC would then help the business come up with ways to achieve their businesses goals. Mr. Smoak stated that the business would need to understand that if they came to the EDC meeting that it would be public; the press could be present and could report that the business spoke to the EDC. Mr. Pinchok stated it would be better if the business approached a member of the EDC, then the member brings it to the meeting and the EDC could then go to the BOMA regarding any ordinance changes. Mr. Nixon stated that it would need to be presented to the Planning Commission then the BOMA.

Status Updates

a. Town of Farragut:

Mr. Smoak discussed the upcoming ICSC meetings with developers and realtors. Mr. Pinchok asked Mr. Smoak if the EDC will have any money remaining in the budget after sending an EDC representative to ICSC. Mr. Smoak stated that the EDC will have approximately $5000 left in the budget for advertising. Mr. Pinchok asked Mr. Smoak if the remaining money would be rolled over into the next fiscal year's budget. Mr. Smoak stated that any money remaining would not roll over to the next fiscal year's budget.

Mr. Smoak stated that residential permits are about the same as the previous year. The Price Farm was very popular this year.

Mr. Smoak stated that the Sales Tax Revenue report was received for January. January was down 7%. Mr. Smoak stated that this was the first time in 15 months that sales tax revenue was down over the previous year. Mr. Dangel stated that the Town lost 2-3 business days, one of which was a Friday, due to weather and could be the reason for the drop in sales tax revenue. Mr. Smoak stated that for the year sales tax revenue is up 22%,

Mr. Smoak stated that the budget will be presented to the Board of Mayor and Aldermen in a couple weeks. The first reading will be May 22, 2014 and the second reading will be the first BOMA meeting in June.

Mr. Smoak stated that Committee and Board applications are currently being accepted.

b. Farragut/West Knox Chamber:

Ms. Sisco stated that the Chamber had 9 new members in March and 9 new members in April. Approximately half of those new members are from Farragut. The Chamber had 7 networking events and 7 ribbon cuttings.

Ms. Sisco stated that the Annual Auction had over 275 people in attendance. Ms. Sisco thanked the Town of Farragut for being an event sponsor for the auction to help make it a successful event. Ms. Sisco stated that a $2000 gift was awarded to Junior Achievement and that an Education Grant was awarded to a Farragut High School student.

Ms. Sisco stated that Mike Hammond was the speaker at the Chamber Breakfast on May 6. Approximately 50 people attended the breakfast and 15% of each ticket will be donated to charity for Autism.

c. Farragut Business Alliance:

Ms. Sousa stated that the Art in the Park officially kicked off last weekend with 36 artists and photographers. The number of artists/photographers is up from 25 last year. The Gallery Reception and Art Sale will be held Friday, May 9, 2014 in Turkey Creek from 7p-9p.

Ms. Sousa stated the FBA is gearing up for a new event, Go and Glo in the Dark. Go and Glo in the Dark will be held on June 9 on Brooklawn Street. The event is nationally backed by National Get Out Doors Day and is expecting between 1500-2000 people. Ms. Sousa stated that this event has raised more sponsorship money than any event to date. Mr. Smoak asked Ms. Sousa about the entry fees for the event. Ms. Sousa stated that the entry fee is $5 per person over the age of 5 and everything inside the event is ticketed. Tickets will be $1/ticket or 3 tickets for $5.

Ms. Sousa stated that Red, White and Blues is scheduled for Thursday, July 3.

Any other Business

Mr. Dangel stated he wanted to lodge a complaint regarding the event this past weekend in the old Kroger parking lot. During this event food was served and he thought this took away from restaurants in Farragut. Mr. Dangel asked if the event was hosted by people from Farragut. Mr. Smoak stated that anyone can receive a special events permit.

Mr. Dangel asked how the Town could find a competitor for Rural Metro. Mr. Smoak asked if Mr. Dangel was asking in regard to ambulance or fire. Mr. Smoak stated that if Mr. Dangel was asking in regard to fire that a request can be made for RFP. Mr. Smoak stated that there would have to be an infrastructure in place and asked if Rural Metro would be selling the building to whomever is brought in. Mr. Myers stated that if a certain number of residents of one subdivision committed to Rural Metro that Rural Metro would give a discount to the residents of that subdivision.

Mr. Dangel moved to adjourn at 9:50 AM. Ms. Blue seconded the motion. All voted in favor.

Next meeting Wednesday, June 4, 2014 at 8 AM.