



Minutes
Economic Development Committee
September 3, 2014
8:00 AM
Town Hall Board Room

Committee Members Present:

Jim Holladay, R. Knick Myers, Phil Dangel, David Smoak, Naoko Blue, Ginny McLain-Tate, Jim Nixon

Committee Members Absent:

Bob Markli, David Purvis

Staff Present

Gary Palmer and Jenn Hatmaker

Other

Tim Williams and Bettye Sisco with the Farragut/West Knox Chamber of Commerce
Wendy Smith with Shopper News

Approval of the Minutes

Mr. Dangel moved to approve the August 6, 2014 minutes. All voted in favor.

Discussion of the Branding Program

Branding PowerPoint *Understanding & Insights by North Star Destination Strategies*: Overview presented by Mr. Smoak

- “Your brand is what your residents, visitors and competitors say about you when you are not around.”
- **Branding** is what you do about it. Branding is the strategic orchestration of all that you do to affect what “they” are saying.
- The Brand Platform Statement is a strategic direction informed by the research. It is an internal statement, not meant to be an emotional or creative statement. It is the foundation as we move into the creative process. The exact phrases or wording will most likely not be in the written concept.
- The Brand Platform Statement is comprised of Target Audience, Frame of Reference, Point of Difference, and Benefit:
 - Target Audience: Drill down those for whom your community has the most appeal
 - “For those who appreciate beauty and forward thinking in equal measure”
 - Frame of Reference: Simplistic reference and identifier for someone who knows nothing about your community
 - “Farragut, TN, the Knoxville area’s most desirable community”
 - Point of Difference: what is most relevant and distinct about you
 - “is a premier destination (for living, shopping, ease and amenities) built by the hard work and ideals of high achievers”
 - Benefit: what is in it for the residents, businesses and visitors
 - “allowing your opportunities for growth to come with an assurance of established excellence”
- **Farragut, Tennessee Brand Platform Statement:** For those who appreciate beauty and forward thinking in equal measure Farragut, TN, the Knoxville area’s most desirable community is a premier destination (for living, shopping, ease and amenities) built by the hard work and ideals of high achievers allowing your opportunities for growth to come with an assurance of established excellence.

Overview of Vacant Properties

Gary Palmer gave an overview of the vacant properties listings on the Town website:

- MLS Listing on the Economic Development Committee page
- KGIS Map with parcel data

Mr. Palmer stated that before the ICSC trip an inventory was completed of all vacant property within the Town and a KGIS parcel data map was created. The green pinpoints indicate vacant properties (agricultural / no buildings) and the red pinpoints indicate properties that are represented by a realtor. When a pinpoint is clicked, information on the property is displayed including best use for the site, site condition, property type, pictures, represented by, etc. Mr. Palmer stated the map is available on the Economic Development Committee page on the Town website or it can be accessed directly via www.townoffarragut.org/recon2014.

Status Updates

a. Town of Farragut: Presented by Mr. Smoak

- Past year of new commercial growth is approximately \$16million – this is additions, tenant finishes, or brand new construction
- 74 building permits so far this year with an average of \$350,000/permit not including land
- Gary contacted Top Golf – They are currently looking at larger markets
- R-6 Zoning for apartments approved through the planning commission. It is scheduled for first reading with the Board of Mayor and Aldermen - Revamp R-6 zoning to increase density from 10 units / acre to 12, accessory structures, building height, etc.
- Planning Commission is working to make amendments to C-1 zoning regarding uses that are allowed in and around the Town Center District for the Land Use Plan
- Public Lands Day will be Sept. 28 at Campbell Station Park – Ribbon cutting for the Outdoor Classroom will be at 1pm and the event will be at 1:30pm.

b. Farragut / West Knox Chamber of Commerce: Presented by Ms. Sisco

- 4 New Members, 4 Networkings, and 5 Ribbon Cuttings in August
- Annual Chamber Convention went very well with approximately 50 in attendance
- New Member Orientation – Sept. 9
- Sept. 30 Dr. Bass will be speaking on cremation
- The Fall 5K Run and Pet Walk will be Sept. 11

c. Farragut Business Alliance: Presented by Mr. Dangel

- Farragut Food Festival – Friday Sept. 26 – “VIB” Tent tickets are \$100 (\$20 of each ticket goes to Second Harvest). The Shrimp Dock, Aubrey’s, Seasons, and a Dessert Place will be serving in the “VIB” Tent

Mr. Holladay asked if anything has been turned in from the Golf Tournament on how many people attended or how much money was donated to charity. Mr. Smoak stated that we will not know the final amounts for a while but Patrick Birmingham contacted him and he thinks they had about 38,000 people between the 4 days.

Mr. Dangel moved to adjourn. All voted in favor.

Next meeting Wednesday, October 1, 2014 at 8 AM.