TOWN OF FARRAGUT
ECONOMIC DEVELOPMENT COMMITTEE MEETING
TOWN HALL BOARD ROOM
WEDNESDAY, SEPTEMBER 2, 2015
8 AM

1. Call to order

2. Approval of Minutes
    a. August 5, 2015

3. Update – Mobile Food Vendor

4. Status Updates
    a. Town of Farragut
    b. Farragut/West Knox Chamber of Commerce
    c. Farragut Business Alliance

5. Election of Officers

6. Any other Business

7. Adjournment

Minutes
Economic Development Committee
August 5, 2015
8:00 AM
Town Hall Board Room

Committee Members Present:
Jim Holladay, R. Knick Myers, Phil Dangel, Naoko Blue, Brandon Hackett, Pamela Milliken, Drew Carson, David Smoak, Alderman Ron Pinchok

Committee Members Absent:
Ginny McLain-Tate

Staff Present:
Gary Palmer, Mark Shipley, Ashley Miller, Jenn Hatmaker

Other:
Tim Williams with the Farragut/West Knox Chamber of Commerce
Pat O'Brien with Casual Pint
Barbara O'Brien with Casual Pint
Bob Hill, Town of Farragut Citizen
Athanasia Lewis, UT-MTAS Fellow

Call to Order
Chair Holladay called the meeting to order. A quorum was declared.

Introduction of New Members
New members Brandon Hackett, Pamela Milliken and Drew Carson were introduced

Approval of the Minutes
Mr. Dangel moved to approve the June 3, 2015 minutes. Mr. Myers seconded the motion. Motion passed.

Discussion of Mobile Vending Trucks
Mr. O'Brien with the Casual Pint applied to amend the zoning ordinance to provide for the opportunity to have food truck vendors in the Town on occasions other than during special events. The application was presented to the Farragut Municipal Planning Commission (FMPC). Mr. Shipley reviewed a memo regarding mobile vending trucks. The FMPC recommended that the memo be presented to the Economic Development Committee and the Farragut Business Alliance to receive input from both groups.

Mr. Shipley reviewed concerns of the FMPC if mobile vending trucks were allowed to operate within the Town other than during special events including the effect mobile vending trucks may have on brick and mortar establishments within the Town.

Mr. Shipley discussed questions raised by staff (questions below were provided in the memo from the FMPC):

1. Should mobile food vending/food trucks be allowed at various dates/times within the Town or should the use continue to be limited to special events? Staff is concerned about allowing food trucks due to the competition with established brick and mortar restaurant businesses within the Town that are leasing a tenant space with sales tax being paid to the Town. By only being allowed as part of a special event, each established business within the Town could utilize this type use four times per calendar year with each approved special event,

thereby restricting the frequency. Staff does have a concern related to the frequency in which food trucks/mobile food vendors would setup within the Town.

2. Related to the previous question, if not part of a special event, should food trucks/mobile food vending only be allowed when sponsored by an established brick and mortar business within the Town? Basically, this type of restriction would prevent food trucks/mobile food vendors from setting up randomly in the Town and would require them to partner with a local business. Or is it more appropriate to encourage local established businesses to partner with vendors and provide catering within the parameters of their business?
3. Another consideration regarding mobile food vending/food trucks is that some of these can be very obtrusive (signage, lighting, etc.) and can consume valuable parking spaces near the front of a building. Some pictures of one vendor in a nearby community show an access-way being used for parking a food vendor vehicle that is covered in signage. The staff would specify that if food vending/food trucks are permitted more broadly, they park in a designated area in the rear of the established brick and mortar business and function as a support service for the brick and mortar establishment;
4. Staff questions how revenue, i.e., sales tax, would be collected from the food truck/mobile food vending business owners. Should this be accomplished by an annual or one-time vendor permit fee?
5. Similar to other cities, if allowed, should the Town look at establishing zones in which food trucks/mobile food vending would be permitted? This could also help address an earlier concern about not affecting parking and/or impeding vehicular or pedestrian ways. Given the Town's suburban character, staff does not feel comfortable allowing this type of use within a public right-of-way.
6. Also related to an earlier comment, since aesthetics have always been very important in the Town, does the planning commission feel that signage and lighting for the food truck/mobile food vending vehicles should be restricted? Related to signage, perhaps only a menu board affixed to the vending vehicle?

Alderman Pinchok asked if a brick and mortar establishment has multiple locations, which location would receive the sales credit.

Mr. Holladay stated that his concern is passing an ordinance without the means of enforcing the ordinance.

Mr. Smoak asked Mr. Dangel, who owns the Shrimp Dock, which location would the revenues from the food truck be ran through. Mr. Dangel stated that in his particular situation, the revenues would be ran through the Bearden location since it was the location that bought the food truck. Alderman Pinchok stated that this is a situation where there is a brick and mortar establishment within Town limits, but the sales would be credited to a location outside the Town.

Mr. Dangel made a motion to form a subcommittee to further discuss mobile vending trucks and the subcommittee be comprised of non-appointed volunteers of the EDC. Mr. Smoak stated that the mobile vending truck memo will be presented to the Farragut Business Alliance (FBA) and stated that it may be good to have members of the FBA on the subcommittee. Mr. Dangel asked if the subcommittee should be restricted to only members of the committee or would it be open to anyone in the Town of Farragut. Mr. Holladay stated that the subcommittee should be comprised of members of the EDC and FBA before asking for citizen involvement. Mr. Dangel withdrew motion. Mr. Smoak will work with the FBA on forming a subcommittee and will email the EDC when the subcommittee will meet; any EDC member can attend the FBA subcommittee meeting.

Street Lighting Issues

Mr. Shipley reviewed a memo regarding architectural accent lighting. Mr. Shipley stated that during a workshop with the FMPC, staff presented updates to the outdoor site lighting requirements to bring the requirements up-to-date with technology. Mr. Shipley reviewed a request by a hotel within the Town that requested permission to use horizontal and vertical architectural accent lighting on the building. Staff developed draft language regarding outdoor site lighting and architectural accent lighting. When presented to the FMPC, the commissioners stated that it should be limited to the Regional Commercial Zoning District (C-2) and not permitted where a property abuts to property zoned residential. Mr. Shipley stated that the C-2 zone is concentrated at the Campbell Station Interchange.

Town of Farragut Branding Update

Mr. Smoak reviewed the new brand platform, logo, and strapline and reviewed the branding process by North Star Destination Strategies, the Town's branding consultant.

Status Updates

a. **Town of Farragut:** No updates provided by the Town

b. **Farragut / West Knox Chamber of Commerce:** Presented by Mr. Williams
   i. 10 new members in July – Half in Town of Farragut
   ii. Over 50% of July Networking Events and Ribbon Cuttings were in the Town
   iii. The August 18 Chamber Breakfast Networking event has been moved to Rothchild's Event Center. Event had to be moved to accommodate the anticipated number of reservations; 80 reservations were made during the first 24 hours.

c. **Farragut Business Alliance**: Presented by Mr. Dangel
   i. Taste of Farragut will be September 25, 2015
   ii. The new FBA mobile app is close to being finished

Election of Officers

Mr. Dangel made a motion to table the election of officers until the next meeting on September 2, 2015. All voted in favor; motion passed.

Election of Chairman and Vice-Chairman was postponed. Officers will be elected during the September 2 Economic Development Committee meeting.

Any Other Business

Alderman Pinchok requested feedback from the committee regarding the rezoning request proposed by Continental Properties. Alderman Pinchok stated that Continental Properties will come back to the FMPC with a proposal of purchasing 2 more acres and lowering the density per acre. Alderman Pinchok stated his concern is whether the Town can support this apartment development and a downtown or Mixed Use Town Center with retail on the first level, offices on second level and apartments on the top level as outlined in the first strategy of the Comprehensive Land Use Plan. Mr. Williams stated that if the rezoning passed and the apartments were allowed that it may encourage developers to develop a downtown area. General discussion ensued. Mr. Myers stated that he does not believe it is not the government's job to tell developers and entrepreneurs that their project is financially feasible; it is the government's job to make sure it meets the requirements and goals of the Town. Alderman Pinchok questioned where the Town should direct its attention first, apartments on Smith Road or the Mixed Use Town Center.

Mr. Dangel moved to adjourn. Mr. Holladay seconded the motion. All voted in favor.

Next meeting Wednesday, September 2, 2015 at 8 AM in the Town Hall Board Room.