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# MINUTES
# ECONOMIC DEVELOPMENT COMMITTEE MEETING
# FEBRUARY 3, 2016
# 8:00 AM

**Committee Members Present:**

Phil Dangel, Alderman Ron Pinchok, David Smoak, R. Knick Myers, Jim Holladay, Naoko Blue, Brandon Hackett, Drew Carson, William Britt

**Committee Members Absent:**

Pamela Milliken

**Staff Present:**

Gary Palmer, Sue Stuhl, Jenn Hatmaker

**Other:**

Bettye Sisco and Tim Williams with the Farragut/West Knox Chamber of Commerce
Allison Sousa, David Purvis and Herc Ligdis with the Farragut Business Alliance
Wendy Smith with the Shopper News
Tammy Cheek with the FarragutPress
Robert Hill, Farragut Citizen
Joe DiMauro, Farragut Citizen
Mike Mitchell, Farragut Citizen

## Call to Order

Chair Dangel called the meeting to order. A quorum was declared.

## Approval of the Minutes

Mr. Carson moved to approve the December 2, 2015 minutes. Mr. Hackett seconded the motion. Motion passed.

## Discussion of ISCS RECON in May 2016

Mr. Smoak asked the committee if Jim Nixon should attend ICSC on behalf of the Economic Development Committee. Alderman Pinchok moved to appoint Jim Nixon as the EDC representative to attend ICSC RECON. Mr. Carson seconded the motion. Motion passed.



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## Approval of Memorandum of Understanding between the Town of Farragut and the Farragut Business Alliance

Chair Dangel stated that the Farragut Business Alliance (FBA) would like the Economic Development Committee (EDC) to recommend the committee's position on the Memorandum of Understanding (MOU). Mr. Smoak reviewed the FBA's original role and stated that the terms and conditions section of the new MOU is similar to the previous one; the differences are the new MOU requests $200,000 per year, the term would be for 3 years and the Board of Mayor and Aldermen can terminate the contract at any time. Mr. Purvis reviewed how the FBA has evolved, presented and reviewed the packet provided by Ackermann PR and reviewed the Accountability Matrix in the MOU. Ms. Sousa stated that the first steps under the new MOU would be to look at the FBA Board composition and give the Town more representation and get more business involvement on the FBA Board, redo the mission statement, train the volunteers and FBA Board in the mentor program, and have year round mini events at the shopping centers through Shop Farragut. Alderman Pinchok asked if the Town can expect its contribution to be decreased over time as the FBA gains other sponsorship. Mr. Purvis stated that the FBA and the Town may want to grow the footprint so he cannot commit to saying the amount will be reduced. Mr. Carson asked how the Executive Director of the FBA was selected. Mr. Purvis stated that Ms. Sousa is the Executive Director and the Town was involved in the selection process. Ms. Sousa gave an overview of her background and qualifications. Mr. Hackett asked where the $140,000 amount for Ackermann PR came from. Mr. Purvis stated that the amount was provided by Ackermann PR as what they suggested it would take to implement the branding process. Mr. Holladay asked if the $200,000 per year will be a new expense for the Town. Mr. Smoak stated that any amount greater than what is currently provided to the FBA would be a new expense. Mr. Dangel asked if the Town would pay this amount to someone else if not to the FBA. Mr. Smoak stated that he asked Ms. Stuhl to research what the Town would spend if they hired someone to do what the FBA has outlined in the MOU. Ms. Stuhl stated that it would cost approximately the same as what the FBA has requested. Alderman Pinchok stated that if approved he would like to see something after year 1 that shows how FBA sponsorship has grown to see if there is a potential to reduce the Town's amount.

Alderman Pinchok moved to recommend the MOU contingent on the FBA changing the mission statement. No second.

Mr. Carson moved to recommend the MOU to the Board of Mayor and Aldermen for approval as attached. Mr. Hackett seconded the motion. Voting yes was Mr. Myers, Mr. Carson and Mr. Hackett; voting no was Ms. Blue; Mr. Holladay, Mr. Britt, Chair Dangel and Alderman Pinchok abstained; Ms. Milliken was absent. Motion passed.

## Status Updates

a. **Town of Farragut:** Presented by Mr. Smoak
   i. 5 new residential building permits and 1 new commercial permit
   ii. Plans have been submitted for Bank of America and Chili's Restaurant



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iii. Last month the Planning Commission passed the rezoning request for the Swan Property. The Board passed on first reading last week.

b. **Farragut / West Knox Chamber of Commerce:** Presented by Ms. Sisco
   i. 3 new members in December and 5 new members in January
   ii. Chamber Open House was a success
   iii. New intern from Farragut High School
   iv. The Chamber New Member Orientation will be in March
   v. Mike Hammond will be speaking at the breakfast on March 22 and will bring District Attorney Charme Allen and Chief Lee Tramel of the Knox County Sheriff's Office.

c. **Farragut Business Alliance**

   No updates were presented by the Farragut Business Alliance

**Any Other Business**

Mr. Smoak stated that Retail Strategies, who usually does a presentation after the April Economic Development Committee meeting, will not be available for the April 2016 meeting. The committee moved the April 2016 meeting to March 30, 2016 at 8:00AM in the Board Room followed by a presentation by Retail Strategies.

Mr. Carson moved to adjourn. Alderman Pinchok seconded the motion. All voted in favor.

**Next meeting Wednesday, March 2, 2016 at 8 AM in the Town Hall Board Room.**



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