



TOWN OF FARRAGUT
ECONOMIC DEVELOPMENT COMMITTEE MEETING
TOWN HALL BOARD ROOM
WEDNESDAY, SEPTEMBER 7, 2016
8 AM

1. Call to order
2. Approval of Minutes
 - a. August 3, 2016
3. Status Updates
 - a. Town of Farragut
 - b. Farragut/West Knox Chamber of Commerce
 - c. Farragut Business Alliance
4. Mobile Food Vending Discussion
5. Any other Business
6. Adjournment

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

Committee Members Present:

Brandon Hackett, Pamela Milliken, David Smoak, Jim Holladay, Naoko Blue, Phil Dangel, Drew Carson, Alderman Ron Pinchok

Committee Members Absent:

Knick Myers, William Britt

Staff Present:

Jenn Hatmaker

Other:

Bettye Sisco, Farragut / West Knox Chamber

Bob Hill, Farragut Citizen

Alderman Louise Povlin

Tim Williams, Farragut / West Knox Chamber

Ron Williams, Farragut Citizen

Ben Pounds with the FarragutPress

Call to Order

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

Approval of the Minutes

Mr. Dangel moved to approve the June 1, 2016 minutes. Ms. Milliken seconded the motion. Motion passed.

Review of Memorandum of Understanding between the Town of Farragut and the Farragut / West Knox Chamber of Commerce

Mr. Smoak provided an overview of the Memorandum of Understanding (MOU). Mr. Smoak stated that the MOU includes the same request as previous years for \$15,000/year. Mr. Holladay stated that changes should be made to the MOU due to the formation of the Farragut Business Alliance. Mr. Holladay stated that the paragraph under Engagement is ambiguous; how is success defined and how is the Town recognized at Chamber events? Mr. Williams stated that the Town logo and website will be promoted for each event and at the bigger events, such as speaker events, the Town will have a table. Mr. Smoak stated that section eight of the MOU states that the Town can terminate the agreement at any time without any repercussion. Mr. Holladay stated that he understands section seven to mean that the Chamber is a contractor for the Town. Mr. Smoak stated that it means the Chamber is independent from the

Town and that the Chamber is a separate entity. Mr. Holladay asked if the Town would incur any liability for any accidents or injuries during a Chamber special event. Mr. Smoak stated that the Town requires \$1,000,000 liability coverage for any special event.

Mr. Holladay moved to not take action on the Farragut / West Knox Chamber of Commerce MOU and postpone the vote to next month's Economic Development Committee meeting subject to revisions. Ms. Milliken seconded the motion. Ms. Milliken, Mr. Hackett, Mr. Holladay, Mr. Dangel and Alderman Pinchok voted yes; Ms. Blue and Mr. Carson voted no; motion passed.

Status Updates

- a. **Town of Farragut:** Presented by Mr. Smoak
 - i. Text Amendments regarding signage in the MUTC District went through the Planning Commission
 - ii. Rezoning request on Smith Road to S-1 zone for assisted living was approved on first reading by the Board of Mayor and Aldermen; second reading will be on August 11, 2016
- b. **Farragut / West Knox Chamber of Commerce:** Presented by Ms. Sisco
 - i. 6 new members in June, 7 new members in July
 - ii. 7 networking events in June and July
 - iii. The Chamber Ambassadors meetings will be moved to Town Hall
 - iv. The Chamber had a "Pocket Guide" printed which contains business cards separated by category
 - v. The fall intern, a Farragut High School student, will be starting at the Chamber next week
- c. **Farragut Business Alliance:** Presented by Mr. Dangel
 - i. The Taste of Farragut will be October 28, 2016
 - ii. Signage that was allowed for the Tax Fee weekend was very successful

Any Other Business

- a. **Economic Development Committee Charter**

Chair Hackett requested that the committee review the current Committee Charter to make sure it still reflects the Committee's purpose and goals, and asked that committee members bring comments to discuss at the next committee meeting.
- b. **Discussion of Priorities for FY2017**

Chair Hackett stated that he would like the committee to come up with one or two goals that the committee would like to accomplish. Alderman Pinchok read part of a letter that a citizen submitted to the Board of Mayor and Aldermen regarding attracting more tourism traffic to the Town. Alderman Pinchok stated that Town is

working on uses for the Campbell Station Inn, was awarded a \$500,000 grant to develop Mayor Bob Leonard Park, and will be developing the remainder of McFee Park over the next four years. Alderman Pinchok stated that he believes this will attract tourism and creates a need for a tourism committee. Ms. Pamela Milliken, Ms. Naoko Blue, Mr. Phil Dangel, Mr. Jim Holladay and Mr. Ron Williams volunteered to serve on a tourism committee.

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

Next meeting Wednesday, September 7, 2016 at 8 AM in the Town Hall Board Room.

MEMORANDUM

TO: Economic Development Commission and Farragut Business Alliance

FROM: Mark Shipley, Community Development Director

SUBJECT: Mobile Vending Trucks

BACKGROUND:

Recently the Town received request for a text amendment that would permit, in a more broad application, food trucks in the Town of Farragut. As noted in the attached report that was provided to the planning commission for their July 16 meeting, the use of food trucks is currently only permitted as part of an approved special event.

As you may know, a business in the Town may apply for up to four (4) special events per year with each event requiring a completed application and filing fee of \$25. The applicant would like the opportunity to use food trucks more frequently and not restrict these only to approved special events. Recently, the City of Knoxville completed a one-year pilot program for mobile food vending. The city established zones where food trucks (that were approved through the city) could operate. These zones were located in the downtown area. Typically, in other areas where mobile food trucks are more common, they are associated with urban settings, like downtown Knoxville.

The applicant's request for an expansion of food truck provisions in the Town was presented to the Farragut Municipal Planning Commission at their meeting on July 16. At that time, the staff reviewed some of the questions that were noted in the report that was provided to the planning commissioners in their review packets and that is included with this memo. One of the staffs' suggestions was to present this request to the EDC and the FBA. There are a number of considerations that need to be thoroughly vetted and the planning commission agreed that it would be helpful to obtain feedback from the business community early in this process. The commission also asked staff to engage the City of Knoxville for an update on the "lessons learned" from their pilot program. Commissioner Honken mentioned that there needed to be some discussion not only about mobile food trucks but also other mobile sales that are becoming common in other locations, such as mobile apparel sales.

If possible, could you please consider placing this on your next available agenda? I will plan to attend and notify the applicant ahead of time so that they can also attend. Thank you in advance for your consideration of this matter.

MEETING DATE: September 7, 2016

REPORT TO THE FARRAGUT MUNICIPAL PLANNING COMMISSION

PREPARED BY: Mark Shipley, Community Development Director

SUBJECT: Discussion on amendments to the text of the Farragut Zoning Ordinance, to allow for food trucks within commercial zoning districts (Pat O'Brien, Applicant)

INTRODUCTION: The applicant has requested a text amendment to the Farragut Zoning Ordinance to allow for food trucks within the Town. Currently, with the exception of those approved as part of a community event authorized through a special events permit, the Town does not have provisions to allow for food trucks within the corporate limits.

DISCUSSION: Food trucks/mobile food vending has become popular nationwide over the last several years with vendors setting up either on private property or within public rights-of way. Related to the mobile food vending use the staff has a number of questions that need further discussion. For example,

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 accessway 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?

These are just some of the questions that the staff felt should be discussed. Additionally, given the potential impact to established businesses, staff would recommended this matter be taken to the Economic Development Committee (EDC) and the Farragut Business Alliance (FBA) to obtain their feedback.