



MINUTES
ECONOMIC DEVELOPMENT COMMITTEE MEETING
OCTOBER 5, 2016
8:00 AM

Committee Members Present:

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

Committee Members Absent:

Knick Myers, Drew Carson

Staff Present:

Jenn Hatmaker

Other:

Alderman Louise Povlin

Bettye Sisco, Farragut/West Knox Chamber

Ben Pounds with the FarragutPress

Bob Hill, Farragut Citizen

Alderman Ron Williams

Tim Williams, Farragut/West Knox Chamber

Wendy Smith, Shopper News

Call to Order

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

Approval of the Minutes

Mr. Dangel moved to approve the September 7, 2016 minutes. Alderman Pinchok seconded the motion. Motion passed.

Discussion of the Memorandum of Understanding Between the Town of Farragut and the Farragut/West Knox Chamber of Commerce

Ms. Sisco reviewed the Memorandum of Understanding (MOU). Ms. Sisco explained the Enterprise Club and the benefits of being an Enterprise Club member. Exhibit B provides an ongoing look at what the Chamber does and highlights the events in the Town. Ms. Sisco stated that the Chamber sends an emails to approximately 15,000 people, 27,000 newsletters are distributed, and contact 1,300 members weekly. Thirty-nine percent of the 41 networking events, 46% of the 35 ribbon cuttings, and 71% of the community events were in the Town. Forty-one percent of the

740 Chamber members are in the Town. Mr. Smoak stated that the Chamber has really grown during his time with the town; when he started working for the Town the Chamber had approximately 615 members six years ago.

Mr. Britt asked if the Chamber establishes a contract with members for the Enterprise Club. Ms. Sisco stated that there is not a signed, written contract, but the Chamber goes over the list of benefits and Exhibit A in the MOU with the Enterprise Club members. Mr. Britt asked if there is not a contract for the Enterprise Club, is there a reason for the MOU. Mr. Smoak stated that the Town tries to have in writing what will be received for the money given.

Chair Hackett asked if the Chamber is going to set the goals for Exhibit D or if it is a check at year end. Ms. Sisco stated that it can be either. Ms. Sisco stated that the Chamber sets goals but does not refer to them as goals. Mr. Smoak stated that some of the items on Exhibit D are not things that the Chamber currently track but the Town is asking them to start tracking and comparing from year to year.

Chair Hackett stated that Goal 4.3 on Exhibit D would be impossible to track. Mr. Holladay stated that Goal 4.2-4.5 should not be a goal because the Chamber either will not be able to get the information or the result is out of the Chamber's control. Mr. Smoak stated that when a new business joins the Chamber, the Chamber meets with the business and asks how many employees the business will have since that is what determines the business's Chamber dues. Mr. Smoak stated the Chamber can also ask what the average wages and the project sales will be. Mr. Smoak stated that some businesses will give that information and some will not, but the numbers under Goal 4 will be based on this information and will be an aggregate number so that at the end of the year the Chamber can look at the number of jobs and projected sales that came to the Town during that year. Mr. Smoak recommended changing Exhibit D to say Activity instead of Goal.

Mr. Hill asked if the Chamber separates the data within the Town from outside the Town. Ms. Sisco stated that the data is not separated on a regular basis, but it can be separated.

Mr. Holladay asked the committee if the following changes to Exhibit D would be acceptable to the committee: change Goal to Activity, change 4.3 to "Estimated annual sales of new businesses", and change 4.5 to "Estimated wages of new jobs to Farragut".

Mr. Britt asked Ms. Sisco if the \$9,500 listed on Exhibit B is what the Town paid for events. Ms. Sisco stated that if the Town paid for sponsorship at each event the cost would have been \$9,500.

Alderman Pinchok made a motion to accept the Memorandum of Understanding with the following changes to Exhibit D: change Goal to Activity, change 4.3 to Estimated annual sales of new business, and 4.5 to Estimated average wages of new business. Ms. Milliken seconded the motion. All voted in favor.

Status Updates

a. Town of Farragut: Presented by Mr. Smoak

- i. A rezoning request on Virtue Road will be presented before the Planning Commission; currently zoned Agricultural, requesting to be zoned R-1-OSR. A rezoning request on Grigsby Chapel will be presented before the Planning Commission; currently zoned R-4, requesting to be zoned S-1. Both rezoning requests will be workshop items; no vote will be taken at this time
- ii. Mobile vending went before the Board of Mayor and Aldermen (BMA) as a workshop item. The BMA wanted to move forward with looking into mobile vending, but requested that the subcommittee be smaller. The Board requested that the EDC, BMA and Planning Commission have a maximum of two members each on the subcommittee.
 - a. Mr. Smoak asked for volunteers for the subcommittee. Alderman Pinchok, Mr. Holladay, Ms. Milliken, Mr. Britt, and Ms. Blue volunteered.
 - b. Mr. Dangel asked if a food / restaurant representative will be on the subcommittee. Mr. Smoak stated that all of the meetings will be public meetings; the subcommittee will be a working committee that will do research and gather ideas and feedback from people.
 - c. The two EDC volunteers were not selected; selections will be made during the November EDC meeting
- iii. Will have an Economic Development workshop with the BMA on October 27

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

- i. 6 networking events in September – 2 were in the Town
- ii. New Member Orientation was held at Town Hall
- iii. The Magic Carwash ribbon cutting will be on October 25 at 6pm
- iv. Saturday, October 8 is the annual Fall 5K
- v. Freaky Friday is coming up this month

c. Farragut Business Alliance: Presented by Mr. Dangel

- i. The Taste of Farragut has been postponed until the spring
- ii. Mr. Hill stated that he presented a letter to the EDC at the last meeting regarding the FBA. Mr. Hill stated that the Chamber is doing things that the FBA wants to do and he believes the EDC should consider the FBA's request for money. Mr. Dangel asked Mr. Hill if he believes the Chamber can run an event similar to the Taste of Farragut with the current staff. Mr. Hill stated that the Chamber could but would need additional staff, but for that occasion only. Mr. Hill stated that the FBA's request for money will continue to increase year after year. Mr. Williams stated that the FBA's priorities and activities are different from the Chamber's and the activities of the FBA have been a plus to the community and needs

to continue. Mr. Dangel stated that the concept of the FBA is that when the events grow larger that sponsorships will increase and the request for money will decrease.

Any Other Business

Mr. Britt requested that the EDC charter be discussed at the next meeting.

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

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