



MINUTES
ECONOMIC DEVELOPMENT
ADVISORY COMMITTEE
APRIL 5, 2017
8:00 AM

Committee Members Present:

Brandon Hackett, Pamela Milliken, Will Britt, Knick Myers, Naoko Blue, Jim Holladay, Carson Scott, Vice Mayor Ron Pinchok, David Smoak

Committee Members Absent:

Phil Dangel, Samuel French

Staff Present:

Sue Stuhl, Wendy Smith

Other:

Alderman Louise Povlin

Alderman Ron Williams

Julie Blaylock, Farragut/West Knox Chamber

Tim Williams, Farragut/West Knox Chamber

Steve Krempasky, Farragut Business Alliance

Call to Order

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

Approval of the Minutes

Mr. Britt moved to approve the March 1, 2017 minutes. Vice Mayor Pinchok seconded the motion. All voted in favor; motion passed.

Status Updates

a. **Town of Farragut:**

Vice Mayor Pinchok provided an update on the Tourism subcommittee:

- i. Tourism subcommittee has not met in several months, but at the last meeting the subcommittee received information that the Town was seeking to hire a firm to work on the marketing of the Town's branding campaign; the Town hired Girl on the Roof.

- ii. Girl on the Roof has presented Phase I and II, and Phases III and IV should be completed by May 1.
- iii. Vice Mayor Pinchok hopes to have a representative from Visit Knoxville attend the June EDAC meeting.
- iv. Feels it is important that this committee come up with a recommendation to staff and the Board of Mayor and Aldermen on what should be spent on marketing.

Vice Mayor Pinchok asked Alderman Louise Povlin to share her notes on the Tourism Society conference that she attended; Alderman Povlin and Alderman Williams shared their notes on the Tourism Conference.

Sue Stuhl stated that Girl on the Roof presented Phase I and some of Phase II. The Girl on the Roof contract deadline is September 15, 2017. Girl on the Roof and internal staff are currently working on:

- Campaign tagline or call to action for visitors and perspective businesses which will be different than the current tagline which is based toward residents
- New resident downloadable guide
- Getting Town events on other websites such as Trip Advisor
- Business landing page on Town website
- Social media expansion
- General plan for wayfinding signs off the interstate
- More signage on the greenway to make it as easy to navigate the greenways as possible
- Long range idea for a pedestrian walking tour

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

- i. Eleven new members in March; three of those in Farragut
- ii. Five networking events in March; three of those in Farragut
- iii. Four ribbon cuttings in March; three of those in Farragut
- iv. Chamber intern featured Publix Farragut in the Who's Who column
- v. Helped promote the Venue at Lenoir City's Chamber Open House
- vi. Four networking events scheduled for April; two of those in Farragut
- vii. Three ribbon cuttings scheduled for April; two of those in Farragut
- viii. 135 attended the Randy Boyd event
- ix. New Member Orientation went well; approximately 50-60 were in attendance
- x. The Chamber Auction will be on May 12, 2017

c. Farragut Business Alliance: Presented by Mr. Krempasky

- i. Attended the Chamber ribbon cuttings in the Town of Farragut
- ii. Attended the Holy Cross networking event and the Farragut Museum networking event
- iii. Attended the Chamber New Member Orientation

- iv. Visited 30 different businesses
- v. Working on a mini-event that will be on July 8 in the West End Shopping Center
- vi. Getting ready for the Farragut Food and Wine Festival on May 5; only 45 VIB tickets left. Have 18 different sponsors for the event
- vii. 5-8% growth on social media; approximately 2,000 followers

Any Other Business

No other business was presented.

Mr. Myers moved to adjourn. Ms. Milliken seconded the motion. All voted in favor.

Next meeting Wednesday, May 3, 2017 at 8 AM in the Town Hall Board Room.