



MINUTES
ECONOMIC DEVELOPMENT
ADVISORY COMMITTEE
JUNE 7, 2017
8:00 AM

Committee Members Present:

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

Staff Present:

Gary Palmer, Jenn Hatmaker

Other:

Alderman Ron Williams

Julie Blaylock, Farragut/West Knox Chamber

Steve Krempasky, Farragut Business Alliance

Phil Dangle

Members of the Greater Knoxville Hospitality Association

Kim Bumpas, Visit Knoxville

Tim Williams, Farragut/West Knox Chamber

Alan Sloan, farragutpress

Bob Hill

Call to Order

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

Approval of the Minutes

Mr. Brit moved to approve the May 3, 2017 minutes. Mr. Myers seconded the motion. Chair Hackett, Vice Chair Milliken, Ms. Blue, Mr. Britt, Mr. Holladay, Mr. French, and Mr. Myers voted in favor; Vice Mayor Pinchok abstained. Motion passed.

Chair Hackett thanked the four members rolling off the committee for their service on the committee: Mr. Holladay, Ms. Blue, Mr. Dangle and Mr. Myers.

Visit Knoxville Presentation

Kim Bumpas presented a PowerPoint to the committee about Visit Knoxville and tourism.

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Mr. Krempasky asked Ms. Bumpas how big the Visit Knoxville Board and staff is. Ms. Bumpas stated that Visit Knoxville has a staff of 22 fulltime people and a board of 11 people: six appointed by the county, three appointed by the city, and two independents. Vice Mayor Pinchok asked Ms. Bumpas what the staffing was when Visit Knoxville first started. Ms. Bumpas stated that it was probably bigger.

Farragut Business Alliance Memorandum of Understanding

Mr. Smoak stated that the Farragut Business Alliance (FBA) is requesting the same amount as previous years of \$70,000. Vice Mayor Pinchok stated that last year the organizational sponsorship goal was \$35,000 and this year it is listed as \$25,000. Vice Mayor Pinchok asked Mr. Krempasky if the FBA is having trouble securing sponsorships. Mr. Krempasky stated that he wanted to set a goal that was very achievable and thinks \$25,000 is a solid number. Chair Hackett asked how much the FBA received in organization funding last year. Mr. Krempasky stated that they received approximately \$25,000.

Mr. Britt moved to approve the Memorandum of Understanding between the Town of Farragut and the Farragut Business Alliance. Ms. Milliken seconded the motion. Mr. Holladay, Mr. Hackett, Mr. Myers, Ms. Blue, Ms. Milliken, Mr. Britt, and Vice Mayor Pinchok voted in favor; Mr. French was absent from the room at the time of the vote.

Status Updates

- a. **Town of Farragut:** Presented by Mr. Smoak
 - i. 60 new residential building permits through May 2016; average of \$178k / permit
 - ii. \$8.2m in new commercial permits
 - iii. Overlook Apartments working on grading plan
 - iv. 37,000 people attended the ICSC conference. Had very good meetings with a lot of developers at the conference. Talked about the Downtown Center, Watt Road, and Kingston Pike. The reception at the Horne Properties booth was successful.
 - v. The first reading of the Town Budget will be tomorrow night; second reading will be at the June 22, 2017 Board meeting.
- b. **Farragut / West Knox Chamber of Commerce:** Presented by Ms. Blaylock
 - i. The Chamber Auction was on May 12, 2017; approximately 225 people attended
 - ii. 13 new members in May – 5 of those are in the Town
 - iii. 2 networking events in May – both were in the Town
 - iv. 4 ribbon cuttings in May – 3 of those were in the Town
 - v. The Chamber is now fully staffed

- vi. 5 networking events (none in the Town) and 4 ribbon cuttings (2 in the Town) scheduled so far in June
- c. **Farragut Business Alliance:** Presented by Mr. Krempasky
 - i. Working on a treasure hunt type of Facebook contest – identify three or four businesses and have people take a photo when they visit and post it to Facebook
 - ii. Approximately 7% increase in followers on social media

Any Other Business

Vice Mayor Pinchok presented a rendering of the McFee Park Expansion done by consultant Ross Fowler Architects. Vice Mayor Pinchok stated that this rendering is not set in stone, but it shows the proposed six tennis courts and four pickle ball courts. Vice Mayor Pinchok stated that this will hopefully be a revenue stream. Chair Hackett stated that at one point there was talk about making sports fields as a revenue driver for the Town and does not see this plan being geared toward that. Vice Mayor Pinchok stated that he thinks it is a start and the plan shows six tennis courts which would allow a regional type tournament. Mr. Myers stated that six tennis courts would not be enough and that he believes at least twelve would be needed with places for people to watch the tournament. Vice Mayor Pinchok stated that if pickle ball becomes bigger than tennis, then the tennis courts can be converted into pickle ball courts and if tennis is the big draw then the pickle ball courts can be converted to tennis courts allowing for room to grow. Mr. Britt asked how many the amphitheater can seat. Vice Mayor Pinchok stated that it is currently tiered seating for 200 plus people.

Vice Mayor Pinchok stated that there are three things in the budget for Economic Development partnerships: Dogwood Arts Festival, News Sentinel Golf Tournament, and Innovation Valley. Dogwood Arts Festival and News Sentinel Golf Tournament have requested a community grant and the Town budgets \$10,000 for Innovation Valley. Vice Mayor Pinchok asked if the committee has any comments on the \$10,000 partnership with Innovation Valley. Mr. Smoak briefly explained the purpose of the Innovation Valley partnership. Mr. Britt moved to recommend approval of the \$10,000 partnership with Innovation Valley. Ms. Milliken seconded the motion. All voted in favor.

Ms. Milliken moved to adjourn. Ms. Blue seconded.