



MINUTES
ECONOMIC DEVELOPMENT
ADVISORY COMMITTEE
SEPTEMBER 6, 2017
8:00 AM

Committee Members Present:

William Britt, Samuel French, Brandon Hackett, Christine Horwege, Pamela Milliken, Marianne McGill, , Jeremiah Webb, Carson Scott, Vice Mayor Ron Pinchok, David Smoak

Committee Members Absent:

Ashley Shaffer

Staff Present:

Sue Stuhl, Wendy Smith, Jenn Hatmaker

Other:

Alderman Louise Povlin

Julie Blaylock, Farragut/West Knox Chamber

Jill Thompson, Greater Knoxville Hospitality Assoc.

Alderman Ron Williams

Steve Krempasky, Farragut Business Alliance

Andrea White, The Stokely Company

Call to Order

The meeting was called to order. A quorum was declared.

Approval of the Minutes

Ms. Milliken moved to approve the August 2, 2017 minutes. Mr. French seconded the motion. All voted in favor. Motion passed.

Discussion of Town of Farragut Tourism Program

Vice Mayor Pinchok gave a summary of the Tourism Subcommittee meeting from August 7, 2017

- Representatives from some of the area hotels, Greg Atkins with the Tennessee Hospitality and Tourism Associate, and Jill Thompson with the Greater Knoxville Hospitality Association were present at the subcommittee meeting.
- Parks and Leisure Services Director Sue Stuhl was also present and provided an overview of the marketing plan from Girl on the Roof.
- Representatives from the hotels said they do not use billboard signage because it is too hard to track the number of people that the signs bring in to the hotel. Vice Mayor Pinchok stated that for the Town's purposes, he thinks we may still want to consider billboard signage for the hotels and that there is also a need for wayfinding signage for people as they get off the interstate.

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- The hotel / motel people told the subcommittee that the Town should consider demand generated type functions such as athletic or entertainment events.

Mr. Smoak stated that the next step would be to hire a part-time Tourism Coordinator. Mr. Smoak will go to the Board of Mayor and Aldermen at the next Board meeting for a budget amendment to add \$135,000 from the General Fund Reserves: proposing \$45,000 in the budget for the Tourism Coordinator position and proposing \$90,000 in the budget to market for tourism.

Status Updates

- a. Town of Farragut:** Presented by Mr. Smoak
 - i. 105 new residential permits year-to-date with an approximate value of \$37.2m
 - ii. Planet Fitness and O'Reilly's have opened
 - iii. Planning Commission approved the site plan for Overlook Apartments; there are still some elevation changes that need to be approved
 - iv. Concept plan revision for Bridgemore Subdivision will be on the October Planning Commission agenda
- b. Farragut / West Knox Chamber of Commerce:** Presented by Ms. Blaylock
 - i. 11 new members in August; 2 of those are in the Town
 - ii. 5 networking events in August; none of those were in the Town
 - iii. 4 ribbon cuttings in August; 1 was in the Town
 - iv. Suzanne Krygier is participating in the Introduction to Farragut program
 - v. Chamber New Member Orientation will be on September 12, 2017 at 7:30am
 - vi. The Chamber will have a pop-up tent at the Dog Daze event
 - vii. Chamber 5k will be on September 11, 2017
 - viii. 3 networking events scheduled so far in September
 - ix. 5 ribbon cuttings scheduled so far in September
 - x. 125 people registered for the Chamber breakfast
- c. Farragut Business Alliance:** Presented by Mr. Krempasky
 - i. Businesses are asking about doing another Treasure Hunt
 - ii. Dog Daze will be on September 15-17 in the Village Green Shopping Center parking lot
 - iii. Acoustic Blues Jam every other Monday night at the Casual Pint; the next one will be on September 11
 - iv. Have new window clings featuring #shopfarragut

Any Other Business

Ms. Milliken stated that she knows a boy scout that needs to complete an Eagle Scout project and asked the Town to let her know if there is a project that the scout can work on for the Town.

Mr. French stated that the Fox Den Country Club board will be meeting on September 20 to discuss the Knoxville Open date change. Mr. French asked for feedback from the committee that he take to the Fox Den Country Club board. Vice Mayor Pinchok stated that he would like the event to stay in the Town.

Mr. Britt informed the committee that he will be moving and will no longer be able to serve on the committee after January 2018.

Mr. Britt moved to adjourn. Ms. Milliken seconded.

Next meeting: Wednesday, October 4, 2017 at 8 AM in the Town Hall Board Room

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