



MINUTES
ECONOMIC DEVELOPMENT
ADVISORY COMMITTEE
OCTOBER 4, 2017
8:00 AM

Committee Members Present:

William Britt, Samuel French, Brandon Hackett, Christine Horwege, Pamela Milliken, Marianne McGill, Ashley Shaffer, Jeremiah Webb, Carson Scott, David Smoak

Committee Members Absent:

Vice Mayor Ron Pinchok

Staff Present:

Sue Stuhl, Julia Barham, Wendy Smith, Jenn Hatmaker

Other:

Alderman Louise Povlin
Julie Blaylock, Farragut/West Knox Chamber
Steve Krempasky, Farragut Business Alliance
Tammy Cheek, farragutpress

Alderman Ron Williams
Tim Williams, Farragut/West Knox Chamber
Bob Hill, Farragut Resident

Call to Order

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

Approval of the Minutes

Ms. Milliken moved to approve the September 6, 2017 minutes. Ms. McGill seconded the motion. All voted in favor. Motion passed.

Discussion of Tourism Coordinator Position

Mr. Smoak stated that a budget amendment for the position was presented to the Board of Mayor and Aldermen. The Board members asked for additional information about the functions and performance measures for the position. Mr. Smoak presented a job description for the position to the committee. Mr. Smoak stated that Town staff looked at several cities across the state to find out what their job descriptions looked like for a Tourism Coordinator. Mr. Smoak presented a marketing outline for the Town that Sue Stuhl provided. Ms. Stuhl went through the outline. Ms. Stuhl stated that the Town is different because the Town does not have a tourist destination or a convention center. Ms. Stuhl stated that the items in the proposed work program are items that staff believe can be started, but not necessarily completed, within a year's time. Ms. Stuhl stated that the person who is hired for the position will be the one to propose the goals and objectives because right now we do not know what those will be.

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Mr. Britt asked if this position will be part-time. Mr. Smoak stated that it will be part-time; part-time positions go up to 30 hours per week.

Ms. Milliken asked how the position will be funded. Mr. Smoak stated that right now General Fund dollars will be used; will come back in the spring to see about a dedicated funding source for the position.

Status Updates

- a. Town of Farragut:** Presented by Mr. Smoak
 - i. 122 new homes started between January and the end of September 2017; approximate average value of \$367,000
 - ii. 7 new commercial permits; approximate \$9.2m value per permit
 - iii. Autumn Care, Villages of Farragut, and the Dollar General store construction currently in progress
 - iv. A Comprehensive Land Use Plan committee is talking about updates to the Comprehensive Land Use Plan
- b. Farragut / West Knox Chamber of Commerce:** Presented by Ms. Blaylock
 - i. 14 new members in September; 5 of those are in the Town of Farragut
 - ii. 2 networking events in September; 1 was in the Town of Farragut
 - iii. 5 ribbon cuttings in September; 3 were in the Town of Farragut
 - iv. New Member Orientation was on September 12 at Town Hall
 - v. The Chamber has upgraded technology to help free up resources and time to be able to do more for the businesses
 - vi. Another Breakfast Speaker Panel has been scheduled for November 7. Tickets are \$30. The topic is Cyber Security
 - vii. 4 networking events scheduled in October; 1 is in the Town of Farragut
 - viii. 4 ribbon cuttings scheduled in October; 3 are in the Town of Farragut
- c. Farragut Business Alliance (FBA):** Presented by Mr. Krempasky
 - i. Pushing #shopfarragut and @shopfarragut
 - ii. Phasing out the old FBA logo
 - iii. Attended the Greater Knoxville Hospitality Association meetings for the past few months
 - iv. Attended the Chamber networking events and ribbon cuttings in the Town
 - v. Had 33 dogs participate in the Pooch Plunge at the Dog Daze events; just under 2,000 people attended the event
 - vi. Planet Fitness is the FBA's sponsor for the post-race party after the 5k on October 28
 - vii. Light the Park will be on November 27
 - viii. The Shop Farragut Holiday Campaign will start November 24 and go through January 2

Any Other Business

Mr. Hill stated that a gluten free bakery located on Campbell Station Road is currently looking for a larger space and is looking outside of Farragut. Mr. Hill asked the committee to help the owner locate a space in Farragut to keep the bakery in Farragut.

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

Next meeting: Wednesday, November 1, 2017 at 8 AM in the Town Hall Board Room

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