



TOWN OF FARRAGUT
ECONOMIC DEVELOPMENT ADVISORY COMMITTEE
TOWN HALL BOARD ROOM
WEDNESDAY, APRIL 5, 2017
8 AM

1. Call to order
2. Approval of Minutes
 - a. March 1, 2017
3. Status Updates
 - a. Town of Farragut
 - b. Farragut/West Knox Chamber of Commerce
 - c. Farragut Business Alliance
4. Any other Business
5. Adjournment

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MINUTES
ECONOMIC DEVELOPMENT
ADVISORY COMMITTEE
MARCH 1, 2017
8:00 AM

Committee Members Present:

Brandon Hackett, Pamela Milliken, Will Britt, Phil Dangel, Samuel French, Jim Holladay, Carson Scott, Vice Mayor
Ron Pinchok, David Smoak

Committee Members Absent:

Knick Myers, Naoko Blue

Staff Present:

Sue Stuhl, Julia Barham, Wendy Smith, Joe LaCroix, Jenn Hatmaker

Other:

Alderman Louise Povlin	Alderman Ron Williams
Julie Blaylock, Farragut/West Knox Chamber	Steve Krempasky, Farragut Business Alliance
Kevin Reeve, Girl on the Roof	Carol Reeve, Girl on the Roof
Jill Thompson, Greater Knoxville Hospitality Association	Andrea White, Stokely Company
Alan Sloan, FarragutPress	

Call to Order

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

Chair Hackett introduce new committee member Samuel French.

Approval of the Minutes

Mr. Dangel moved to approve the February 1, 2017 minutes. Ms. Milliken seconded the motion. All voted in favor; motion passed.

Review of Marketing Report and Discovery Analysis by Marketing Consultant Girl on the Roof

Kevin and Carol Reeve with Girl on the Roof presented the Marketing Report and Discovery Analysis PowerPoint.

Vice Mayor Pinchok asked about the timeline for the project. Ms. Reeve stated that she expects to be in the execution phase in May 2017.

Vice Mayor Pinchok stated that the report shows that Farragut has nine hotels with 725 rooms and reports that Oak Ridge generates approximately \$600,000/year in local tax revenues with a 5% city lodging tax. Vice Mayor Pinchok asked how many hotels and rooms Oak Ridge has to generate that amount. Mr. Reeve stated that it is fewer than Farragut.

Ms. Reeve stated that Girl on the Roof will be proposing a tagline that caters to visitors and businesses; “Live Closer. Go Further.” is a tagline that caters more to residents.

Chair Hackett left the meeting; Vice Chair Milliken began presiding over the meeting.

Review of Food Truck Committee Recommendations

Vice Mayor Pinchok updated the committee on the second meeting of the Food Truck Committee and stated that the Food Truck Committee made two recommendations:

1. Develop an Ordinance to amend the text of the Farragut Zoning Ordinance by amending Chapter 4., General Provisions and Exceptions, Section XXIV., Special Events Permit, (a)(1)(e)., Commercial, Office and Not-for-Profit/Non-Profit Entities to allow sales from food trucks to be permitted per special events application approval
2. Include on the Special Events Application the language from the Tournament and Camp Application regarding mobile vending, but allow the fee to be waived for any mobile vending truck that is domiciled in the Town of Farragut.

Mr. Dangel asked if the fee of \$20 per day is paid and the food truck passes the health inspection can the food truck park anywhere or does the food truck have to be invited and who approves the locations. Vice Mayor Pinchok stated that there is a special events committee and the food truck has to be invited by the business that applied for the special event.

Mr. Holladay asked if there is a restriction on the type of business that can invite in food trucks. Mr. Smoak stated that any business in Town can apply for a special event and invite food trucks. Mr. Holladay asked if the business has to have a Farragut Business License. Mr. Smoak stated that the business would have to have a Farragut Business License to apply for the special event permit. Mr. Holladay asked if it is limited to food trucks or if it is open to all mobile vending. Mr. Smoak stated that it is limited to food trucks. Mr. Holladay asked how it is enforced. Mr. Smoak stated that if the Town gets a complaint and knows who the violator is, then the Town will send a notice; if it continues then they will be cited to Municipal Court.

Vice Mayor Pinchok moved to approve the recommendations made by the Food Truck Committee. Mr. Holladay seconded the motion. Ms. Milliken, Mr. Dangel, Mr. Holladay, and Mr. French voted in favor; Mr. Britt opposed.

Vice Chair Milliken left the meeting; Vice Mayor Pinchok presided over the remainder of the meeting.

Status Updates

- a. **Town of Farragut:** Presented by Mr. Smoak
 - i. Sales tax through the end of December 2016 is up approximately 3%
 - ii. A concept plan for a mixed-use development on the corner of Watt Road and Kingston Pike was presented at the last Planning Commission meeting
 - iii. A site plan came in for Dollar General to relocate to Old Stage and KP, across the Primrose and Villages at Wentworth
 - iv. Tropical Smoothie will be opening soon
- b. **Farragut / West Knox Chamber of Commerce:** Presented by Ms. Blaylock
 - i. Seven new members in February; three are in the Town
 - ii. Two ribbon cuttings and four networking events in February
 - iii. A triple networking was held on February 9, 2017 with approximately 80 people in attendance
 - iv. Painting with a Twist was featured by the Chamber intern in the February Who's Who column; Publix will be featured in March
 - v. Five networking events and four ribbon cuttings scheduled for March
 - vi. The Venue at Lenoir City will have an Open House on March 14, 2017 at 5:30pm for East TN Chambers
 - vii. Chamber New Member Orientation will be on March 21, 2017 at Town Hall
 - viii. The Chamber Auction will be on May 12, 2017
- c. **Farragut Business Alliance:** Presented by Mr. Krempasky
 - i. Visited 16 food vendors and 36 other businesses
 - ii. Attended the Don Delfis networking event and the Clarity Pointe ribbon cutting with the Chamber
 - iii. Attended the reception for Bettye Sisco
 - iv. Met with a 12 person ad-hoc committee for the Farragut Food and Wine Festival
 - v. Fourteen food vendors and three adult beverage vendors confirmed so far for the Food and Wine Festival
 - vi. Art in the Park will be on September 24, 2017
 - vii. Filed the annual report
 - viii. Added 55 businesses to the business directory
 - ix. The brochure for the FBA is with the graphic artist

- x. Meeting with the Knoxville Track Club to plan the half marathon; the marathon will be on Saturday, October 28, 2017

Any Other Business

No other business was presented.

Mr. Dangel moved to adjourn. Mr. Britt seconded the motion. Vice Mayor Pinchok, Mr. Holladay, Mr. French, Mr. Dangel and Mr. Britt voted in favor.

Next meeting Wednesday, April 5, 2017 at 8 AM in the Town Hall Board Room.