



TOWN OF FARRAGUT
ECONOMIC DEVELOPMENT ADVISORY COMMITTEE
TOWN HALL BOARD ROOM
WEDNESDAY, MAY 2, 2018
8 AM

1. Call to order
2. Approval of Minutes
 - a. April 4, 2018
3. 2018 Economic Development Advisory Committee Goals
4. Status Updates
 - a. Town of Farragut
 - b. Farragut/West Knox Chamber of Commerce
 - c. Farragut Business Alliance
5. Any other Business
6. Adjournment

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MINUTES
ECONOMIC DEVELOPMENT
ADVISORY COMMITTEE

APRIL 4, 2018

8:00 AM

Committee Members Present:

Samuel French, Brandon Hackett, Christine Horwege, Pamela Milliken, Marianne McGill, Vice Mayor Ron Pinchok, Ashley Shaffer, Jeremiah Webb, David Smoak

Staff Present:

Mark Shipley, Sue Stuhl, Jenn Hatmaker

Other:

Alderman Louise Povlin
Julie Blaylock, Farragut/West Knox Chamber
Steve Krempasky, Farragut Business Alliance
Jon Greene, Farragut Resident

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

Call to Order

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

Approval of the Minutes

Ms. Milliken moved to approve the March 7, 2018 minutes. Vice Mayor Pinchok seconded the motion. Motion passed.

Community Development Update

Community Development Director Mark Shipley reviewed what the Comprehensive Land Use Plan steering committee has been working on:

- The Planning Commission authorized the steering committee in August 2017. The Planning Commission was trying to create a group to focus on the eight strategies in the Land Use Plan to take recommendations to the Board or Mayor and Aldermen.
- The first meeting was in September 2017. The committee identified two strategies to focus on: bringing about a downtown and planning for the remaining vacant parcels in Town.
- In October 2017 the committee looked at the Land Use Map and Zoning Map to come up with priority areas that showcase the community. Selected the Multi-use Town Center around Town Hall, Watt Road Corridor, McFee Road Corridor near the roundabout, Outlet Drive, and Concord Road as areas to focus on. Also talked about the Future Land Use Map to make sure it is current since it constantly needs to be reevaluated and assessed.

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- The committee decided to focus on the Watt Road corridor first. Held a Watt Road Corridor meeting on March 21. Presented visual preference survey maps and had people at the meeting rank them.
- The next steering committee meeting will be on April 23

Mr. Shipley stated that the Planning Commission had a workshop to create a new zoning district, the Neighborhood Commercial District, which would permit residential and limit free-standing commercial to 25,000 ft².

Mr. Hill stated that the Town needs to work with Loudon County because developments in Loudon County will affect the Town and Town developments will affect Loudon County.

Ms. Horwege stated that she went to a startup company and asked what would entice them to come to Farragut. They said that they need office space that can contract and grow with them and shared space so that they are not paying for space that they do not use all the time.

Status Updates

- a. **Farragut / West Knox Chamber of Commerce:** Presented by Ms. Blaylock
 - i. New Member Orientation was on March 20; had just under 80 people in attendance
 - ii. 12 new members in March; 2 of the new members are located in the Town
 - iii. 2 ribbon cuttings and 5 networking events in March
 - iv. 3 ribbon cuttings scheduled in April
 - v. 4 networking events featuring 5 businesses scheduled in April
 - vi. Nominating committee submitted a slate to the chamber Board; it was approved
 - vii. Adopt A Stream was rescheduled due to weather
 - viii. Partnered with Ignite, a local training and leadership summit for businesses
- b. **Farragut Business Alliance (FBA):** Presented by Mr. Krempasky
 - i. Had first winner for the *Town Sampler*; 50 entries the first month
 - ii. Working with Knoxville Track Club on the Farragut ½ Marathon. New route was approved.
 - iii. A few Town businesses are moving right outside the Town's boundaries

Review of EDAC Initiatives for 2018

Mr. Smoak stated that this item is a follow up from the previous meeting when Chair Hackett asked the committee to think about goals for the next year.

Ms. Milliken asked if the Town has ever thought about trying to do something here to try to get people to visit, like an event center. Mr. Smoak stated that there has been talk about needing conference space. Mr. French asked if this would fall under the Tourism Coordinator as an objective that they will work on. Mr. Smoak stated that it could be a long-term objective. Vice Mayor Pinchok asked how much space is needed to have a wedding reception. Mr. Krempasky stated that you would need open space of 1,800-2,000 ft². Mr. Krempasky stated that the problem we have here is we do not have rooms that will accommodate 150-300 people.

Mr. French asked if the committee members could have a list of topics that have been discussed. Ms. Horwege stated that it would also be good to know the status or outcomes.

Mr. Hill stated that the committee's number one goal should be a focused program to attract startups including using an incubator startup financed by the Town.

Any Other Business

Mr. French stated that the Knoxville Open Golf Tournament does not have a presenting sponsor. The tournament is looking to fill the gap with 10-15 businesses instead of having one large sponsor.

Vice Mayor Pinchok moved to adjourn. Mr. French seconded.

Next meeting: Wednesday, May 2, 2018 at 8 AM in the Town Hall Board Room.

Town of Farragut Economic Development Committee

Work Program FY2014

Top Priority

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- Marketing & Development* i. Ongoing group meeting and determining the message to each of these groups
- a. Developers
 - b. Retailers
 - c. Realtors
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- ii. Tourism Master Plan and expansion of Economic Development, branding and efforts
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- Recruitment & Retention* iii. Implement a plan to fill vacant buildings and empty commercial space
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High Priority

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- Recruitment & Retention* i. Direction of future development of Outlet Drive Corridor
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- Marketing & Development* ii. Conduct Survey on Town of Farragut business/economic development climate
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- Recruitment & Retention* iii. Prepare for ICSC Recon tradeshow and recruit business to Farragut
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Moderate Priority

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- i. Determine metrics for investment partners and fund qualified groups
- a. Review goals and objectives of each organization at least quarterly
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- Marketing & Development* ii. Economic Development Committee Members monthly visits/feedback with develop retailers, and realtors
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- Marketing & Development* iii. "Doing Business in the Town of Farragut" guide
- a. Inputs from Farragut Economic Development, Farragut/West Knox Chamber of Commerce, Farragut Business Alliance, Municipal Planning Commission, staff, etc
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