



TOWN OF FARRAGUT
ECONOMIC DEVELOPMENT ADVISORY COMMITTEE
TOWN HALL BOARD ROOM
WEDNESDAY, NOVEMBER 7, 2018
8 AM

1. Call to order
2. Approval of Minutes
 - a. September 5, 2018
3. Business Incubator Subcommittee Update
4. Status Updates
 - a. Town of Farragut
 - b. Farragut/West Knox Chamber of Commerce
 - c. Farragut Business Alliance
5. Any other Business
6. Adjournment

11408 MUNICIPAL CENTER DRIVE | FARRAGUT, TN 37934 | 865.966.7057

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MINUTES
ECONOMIC DEVELOPMENT
ADVISORY COMMITTEE
SEPTEMBER 5, 2018
8:00 AM

Committee Members Present:

Lauri Figueroa, Brandon Hackett, Christine Horwege, Marianne McGill, Pamela Milliken, Alderman Ron Pinchok, David Smoak, Daniel Haddad

Committee Members Absent:

Samuel French, Ashley Shaffer, Jeremiah Webb

Staff Present:

Jenn Hatmaker

Guests:

Mayor Ron Williams
Julie Blaylock, Farragut/West Knox Chamber
Steve Krempasky, Farragut Business Alliance
Jon Greene
Alan Sloan, farragutpress

Vice Mayor Louise Povlin
Beth Ann Carter, Farragut/West Knox Chamber
Dawn Wilson, DW Designs
Bob Hill

Call to Order

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

Approval of the Minutes

Alderman Pinchok moved to approve the August 1, 2018 minutes. Ms. Horwege seconded the motion. Motion passed.

Guest Speaker

Dawn Wilson, DW Designs, attended the meeting to speak to the committee about her experience opening and owning a business in the Town of Farragut.

Mrs. Wilson stated that DW Designs started in 2014 as a home-based business. Mrs. Wilson and her husband, Dan Wilson, decided to move the business to a store front in the West End Shopping Center. Mrs. Wilson stated that they chose to open the store front in Farragut because Farragut is where their previous full-time jobs were located and where their core supporters and friends are located.

Mr. Krempasky asked Mrs. Wilson to talk about her interactions with Town staff and the people with the shopping center. Mrs. Wilson stated that she and her husband really like their landlord and she believes he really wants his tenants to be successful. Mrs. Wilson stated that interaction with the Town was handled more by the contractor than by her or her husband in the beginning until time for the grand opening. Mrs. Wilson stated that she felt like the Town really rallied around them for the grand opening. Mrs. Wilson stated that there was not very much interaction with the Town again until DW Designs had an event for the one-year anniversary. Mrs. Wilson stated that she planned an event with live music and food trucks. Approximately five days before her event Mrs. Wilson received an email from Town staff informing her that she needed to fill out an event application. Mrs. Wilson stated that she did not have any idea that she needed to fill out the application before the event. Mrs. Wilson called Town staff the next day and got everything worked out and was able to have her event. When Mrs. Wilson was speaking to the staff member, Mrs. Wilson asked how she was supposed to know about the event application and was told that she can call; Mrs. Wilson stated that she would not have known to call. Mrs. Wilson stated that when a new business opens in the Town the Town could send the business owner a welcome packet with information that the business owner may need after opening a business in the Town.

Mrs. Wilson stated that another issue she has encountered is signage. Mr. Hill stated that he believes the Economic Development Advisory Committee should setup a subcommittee to look at the sign ordinance. Mr. Smoak stated that the Town is going to do a comprehensive overview of the sign ordinance over the next year.

Business Incubator Committee Updates

Ms. Horwege presented the SMART action plan she drafted with the updated goals based on the discussion at the last meeting. Ms. Horwege stated that the first piece is to identify a list of available spaces in Farragut, the second piece would be to identify what those entrepreneurs or businesses look like that we want to bring to Farragut. Ms. Horwege reviewed the list of events on the third page of the SMART action plan. Ms. Horwege stated that a subcommittee could attend some of these events and identify some of the businesses that may be interested in moving to Farragut. Ms. Horwege asked if this is something the committee would like to take on. Alderman Pinchok asked how we can combine what we are trying to do with what is already out there. Vice Mayor Povlin stated that Fairview Technology Center has a listing of business support information which lists Knox County and City of Knoxville but does not list Farragut and she would like to get the Town listed on there for business licenses. Ms. Horwege stated that maybe the goal for this year is to get together with the cooperatives that are already going on and get into conversations with them. Mr. Smoak asked if two or three committee members would help Ms. Horwege get an inventory of available spaces in the Town. Chairman Hackett stated that he knows several of the commercial real estate brokers and can contact them to get a list. Ms. Blaylock and Alderman Pinchok also volunteered to help compile a list of available properties. Ms. Horwege would also like to work with Ms. Blaylock over the next month to identify who in the Chamber would be willing to serve as a mentor.

Ms. Horwege made a motion to create a list for October's meeting of the available spaces in the Town and a list of Chamber members with the expertise and willingness to serve as mentors. Ms. Figueroa seconded the motion. All voted in favor.

Status Updates

- a. Town of Farragut:** Presented by Mr. Smoak
 - i. Sales tax revenue for FY18 was \$6.76m, almost a 10% increase
 - ii. 75 residential building permits were issued in 2018 with an average value of \$469,000. In 2017, 151 residential permits were issued with an average value of \$358,000

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- iii. The new Building Official will start soon
- iv. The Farragut Municipal Planning Commission will discuss the Watt Road Corridor at the September 20th meeting
- b. Farragut / West Knox Chamber of Commerce:** Presented by Ms. Blaylock
 - i. 11 new members in August; 5 of those are in the Town of Farragut
 - ii. 5 networking events in August; 2 of those were in the Town of Farragut
 - iii. 2 ribbon cuttings in August; 1 was in the Town of Farragut
 - iv. Welcomed 3 new Ambassadors
 - v. 4 ribbon cuttings and 4 networking events have been scheduled for September
 - vi. New Member Orientation will be September 11 at 11:30am at Town Hall
 - vii. Crafts and Ale event will be October 13
- c. Farragut Business Alliance (FBA):** Presented by Mr. Krempasky
 - i. Dog Daze had over 5,000 in attendance over the 3 days of the event
 - ii. Getting ready for the Planet Fitness Post Race Party
 - iii. Had lunch with representatives from WDVX Radio; they are excited about the purchase of the community center

Adjournment

Ms. Milliken moved to adjourn. Ms. McGill seconded.

Any Other Business

No other business was presented.

STATUS REPORT

ACTION ITEM	CONTACT	NOTES	NEXT STEPS
List of locations / capacity in Farragut	Commercial realtors	A list of sites was collected & distributed via email. There is an updated list as of 09/18	Upload the available properties to the town database
Identify local entrepreneur resources, profiles, events	Todd Napier Jim Biggs Booth Andrews	Identified a list of business, entrepreneur organizations/groups potential pipelines: <ul style="list-style-type: none"> • KEC Co-starters • KEC women coffee hour • Maker City • SCORE • Fairview • TNSB Counsel • UT Incubator • UTRF – UT Research & Patent group • EOK – Entrepreneurs of Knoxville • Roane Cty Incubator • Lenoir City Incubator – Retail focus 	Discuss sub-committee attending: <ol style="list-style-type: none"> 1. Co-starters demo day 2. Start-up day presentation 3. Maker city summit – yearly; meet up events e/o month 4. Follow up with Todd on contact for Lenoir City and status
Fairview interview	Todd Napier	Primarily tech companies Currently 5 small companies Supplement the rent, make utilities standard and cheap Co-location 1 company is at 5 yr mark – potential move Additional effort – recruiting companies outside valley and looking for space NO CLEAR NEXT STEPS WHEN COMPANY IS READY TO MOVE, GROW	
KEC Co-starters & entrepreneur statistics	Jim Biggs	Mixture of entrepreneurs at different stages, but typically early start, no real plan for brick & mortar Partner with all 16 surrounding counties Work with primarily economic driven organizations: creative and generating ## of new ideas: 200-400/year	Opportunities to attend the events and meet local entrepreneurs Define our niche as the EDAC for how we are 'creatively driving economic generation' to better link in with the KEC, Maker City, ...

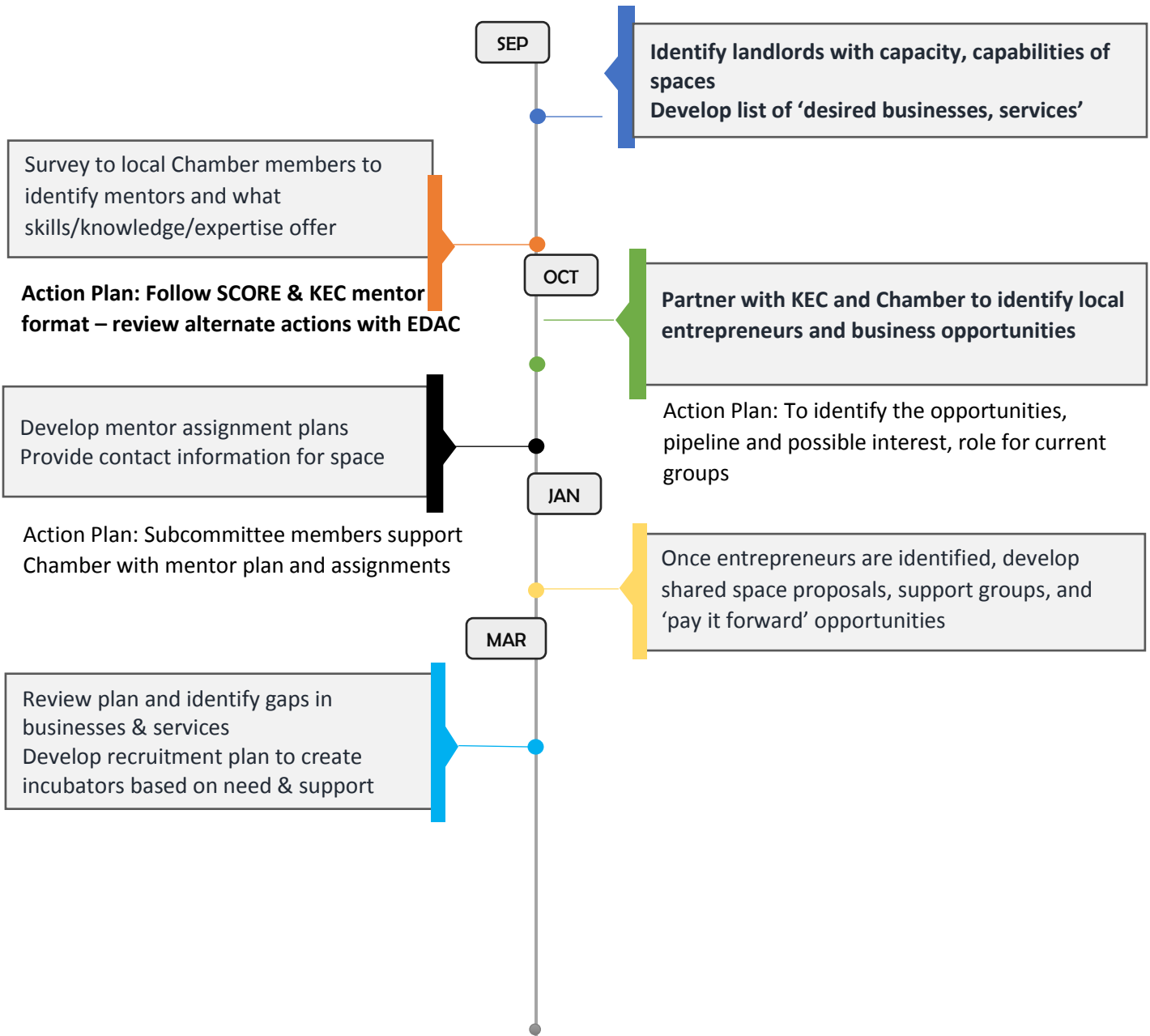
		<p>40-50 growing entrepreneurs currently identified</p> <p>Type of ideas: Software Service Retail / Main Street / Lifestyle Non-profits</p> <p>NO CLEAR NEXT STEPS FOR FINALIZING MOVING INTO COMMUNITY</p> <p>Based on network and who they know, referrals, work with in past/present</p>	
Meeting with Knox County Chamber	Julie Blaylock	<p>Reviewed current Chamber programs and mentoring</p> <p>Identified potential to support the 'FAQs of business in Farragut'</p> <p>SCORE and its potential role</p> <p>Reviewed current gaps</p>	<p>Propose to develop and publish a checklist of activities and FAQs for doing business in Farragut</p> <p>Mentor support</p>

GOAL REVIEW:

- | | |
|--------------------------------------------------------------------|------------|
| 1. List of locations / capacity | Complete |
| 2. List of events & ideal entrepreneur – profile | Identified |
| 3. List of Chamber members volunteering to mentor, what they offer | Alternate |

RECOMMENDATIONS:

1. Post the open locations
2. Identify the role, niche that EDAC would like to 'brand' for networking and engaging entrepreneurs, other groups, ...
3. Develop and publish checklist or key activities and FAQs for being a business owner in Farragut



BOLD indicates complete