



MINUTES
ECONOMIC DEVELOPMENT
ADVISORY COMMITTEE
AUGUST 1, 2018
8:00 AM

Committee Members Present:

Lauri Figueroa, Samuel French, Brandon Hackett, Pamela Milliken, Ashley Shaffer, Jeremiah Webb, Mayor Ron Pinchok, David Smoak

Committee Members Absent:

Christine Horwege, Marianne McGill

Staff Present:

Sue Stuhl, Jenn Hatmaker

Guests:

Louise Povlin
Julie Blaylock, Farragut/West Knox Chamber
Steve Krempasky, Farragut Business Alliance
Bob Hill
Alan Sloan, farragutpress

Alderman Ron Williams
Beth Ann Carter, Farragut/West Knox Chamber
Jim Nixon
Heather Mayes

Call to Order

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

Approval of the Minutes

Ms. Milliken moved to approve the June 6, 2018 minutes. Mr. French seconded the motion. Motion passed.

Election of Officers

Mayor Pinchok moved to appoint Brandon Hackett to serve as Chairman. Ms. Milliken seconded the motion. All voted in favor; motion passed.

Mr. French moved to appoint Pamela Milliken as Vice-Chairman. Mayor Pinchok seconded the motion. All voted in favor; motion passed.

Appointment of Youth Representative to the EDAC

Mr. Smoak presented the application of Daniel Haddad, Farragut High School student who applied to serve as the youth representative on the Economic Development Advisory Committee. Ms. Milliken made a motion to

appoint Daniel Haddad as the youth representative for the Economic Development Advisory Committee. Chairman Hackett seconded the motion. All voted in favor; motion passed.

Discussion of the Outlet Drive Corridor

Mr. Nixon stated that the At Home building on Outlet Drive is approximately 160,000 square feet and has its own zoning which allows for commercial and industrial uses. Mr. Nixon stated that the space has been shown to smaller corporate tenants for a couple different retail uses that would require the building to be remodeled. Chair Hackett asked how much land is around the site. Mr. Nixon stated that the site has approximately 600 parking spaces and estimated that approximately 100 parking spaces can fit per acre of land. Chair Hackett stated that Ole Meck Brewing has a location in Charlotte, NC that appears to always be packed with adults and families and stated that something like that may do well in the At Home site since there would be plenty of parking and open space. Mr. Hill asked if there is any way to make it work as a business incubator site. Mr. Nixon stated that the site could be used for that use but the owners are wanting a long term lease. Mr. Nixon stated that the site could be subdivided into fourths.

Business Retention and Business Incubator Committee Updates

Business Retention Update:

Ms. Milliken and Mr. Krempasky passed out a copy of survey questions to the committee members.

Ms. Milliken stated that they would like to see what challenges businesses in the Town are facing and see what can be done to help those businesses stay in Farragut. The survey will be anonymous to try and get feedback.

Mr. Krempasky stated that a lot of the business owners often bring up issues with getting the business setup and the first year of dealing with the building codes.

Mr. French asked if “Please identify the biggest opportunities within the community” could be added to the survey. Alderman Povlin stated that it should be expanded a little to find out if the business owners are aware of their opportunities through Shop Farragut. Ms. Shaffer asked if a comment section could be added to the bottom of the survey or ask if the business owner would like someone to reach out to them to discuss their survey responses. Mr. Smoak stated that the tone of the questionnaire will have an impact on the feedback that you get. Mr. Smoak stated that the questions should be more open ended. Ms. Milliken stated that they were trying to make the survey to where people could just click and go so that they did not have to spend 30 minutes on the survey. Ms. Milliken stated that she will add the following to the survey: a question about the biggest opportunities, a question asking if they are aware of the benefits of Shop Farragut and add a comment section after each question with a 50-character limit.

Business Incubator Committee Update:

Ms. Horwege was not present to provide a Business Incubator Committee update.

Status Updates

- a. **Town of Farragut:** Presented by Mr. Smoak
 - i. At Home should be opening this week
 - ii. 205 apartments on Watt Road were approved at the last Planning Commission meeting
 - iii. Sales Tax Revenue through April is up 10% from last year; part of the increase has to do with an accounting error with the County
 - iv. New tourism website is up and running

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- v. Entered and agreement with Knox County for a Community Center
 - vi. Ms. Stuhl stated that a survey about programming needs for the Community Center will be sent out and will be live from August 15 through August 26 with a Public Input Meeting scheduled for August 20.
- b. Farragut / West Knox Chamber of Commerce:** Presented by Ms. Blaylock
- i. 13 new members in June and July; 5 of those are in the Town
 - ii. 4 ribbon cuttings and 6 networking events in June and July
 - iii. Breakfast Speaker Series was on June 26
 - iv. 5 ribbon cuttings and 4 networking events scheduled in August
 - v. New member orientation will be September 11 at 11:30am at Town Hall
- c. Farragut Business Alliance (FBA):** Presented by Mr. Krempasky
- i. Approximately 2,400 people attended the Red, White and Blues Jam
 - ii. Dog Daze will be on August 17-19
 - iii. The Treasure Hunt is underway
 - iv. Town Sampler online contest is underway

Any Other Business

No other business was presented.

Next meeting: Wednesday, September 5, 2018 at 8 AM in the Town Hall Board Room.