



Town of Nolensville
Economic Development Committee
Regular Meeting Minutes
May 20, 2021, 3:30 pm

Call to Order and Determination of a Quorum

The Economic Development Advisory Committee met in regular session on Tuesday, May 20, 2021 at 1330 p.m. at Nolensville Town Hall.

Members present: Debbie Brown, Audrey Mcadams

James Wesby
Jeremiah James
Shannon Foster
Victor Lay
Garrison Snell
Len Serafino

Members absent: Jenna Kelly

Adopt committee by-laws

Will take place at the meeting next month

Overview of current state of Nolensville budget

- Christine pulled budget information
- Recurring Revenues and Increase in Recurring Expenses with increase in fire department put the city forecast at loss if the one-time fees are removed
- One Time fees currently prevent a deficit
- Total headcount of city employees 35

Garrison's edits and discussion

Nolensville should be a place to Live, Work, Play

-Need to Drive revenue to prevent the city deficit

-Option 1-increase taxes \$0.27

-Option 2-make the best use of any remaining available land

-Option 3-add more land to Nolensville

-as the Citizen Body, can work on petitioning for options 2 and 3, 1 is not an ideal option as it could drive residents out of Nolensville

-EDAC must review proposals & make recommendations based on the data provided

EDAC Mission

- After discussion, the four primary functions of the EDAC determined to be:

A. Submitting and executing clear and specific proposals to the BOC for ways to improve Nolensville's revenue issues.

B. Submitting and executing clear and specific proposals to the BOC for ways to create Nolensville's "Live, Work and Play" value proposition.

C. Act as the primary citizen body for issuing opinions on the economic viability of proposed projects in Nolensville.

D. Support and marketing local businesses.

*Follow-up: Debbie to send along to Victor & Christina in a format that can be approved by the BOC

Priorities of the EDAC- brainstorm ideas to establish priorities

-Each committee member is to review the priorities of the committee and provide feedback during June 24th, 2021 meeting

Support for local businesses

-Should explore the cost to bring in a marketing expert to better market the town and businesses as a whole

Encourage residents to shop local

-Locals Originals Program for all of the Nolensville Businesses could be an option

Williamson Inc

Recap of call with Williamson Inc on 5/5 (Garrison, Debbie and Victor attended)

-Potential visit to Nolensville

-Discuss land development opportunities

-Hold a quarterly call-evaluate schedule to divide attendance

-Need mixed use buildings to support the Live, Play initiative

TN Marketing & Attraction Course

TN Marketing & Attraction course in Chattanooga June 16-17.

-Garrison will attend, Debbie would like to attend as well but cannot commit

-Will explore if city can fund at least 1 attendee

Collaboration with other committees/community:

Survey with other committees

- City of Franklin does a community survey that is 2 parts, 1 the same each time to determine progress on initiatives the second half is information gathering for new initiatives.
- Victor has been in discussions for a town survey tool, similar to Franklin, with each committee having an opportunity to submit questions

Farmers Market booths, no fee for town committees

- Explore a rotation of the town committees through the farmers market each weekend
- Goal to create awareness and survey residents

Historic District Business Owners-summer events

Joint meeting with Streetscapes & Public Spaces on town branding

- Commissioner Cook-Mucci requested a meeting with both committees to discuss town branding
- Chairs for each committee will send find a date post-June 17 so we have information from the TN Marketing & Attraction Course

Adjournment

Secretary

Chair