



MINUTES OF THE  
MEMPHIS CENTER CITY DEVELOPMENT CORPORATION  
114 North Main Street  
Memphis, TN 38103

Wednesday, May 20, 2015

**Board Members Present:** Chairman Eric Mathews, Mr. Bob Lundy, Mr. Terence Patterson, Mr. Carl Person, Mr. Melvin Jones, and Mr. Michael Chance

**Board Members Absent:** Mr. Andre Jones, Ms. Tanja Mitchell, and Ms. Sharon Leicham

**DMC Staff Present:** Mr. Paul Morris, Mr. Jaske Goff, Ms. Lisa Brumleve, Ms. Leslie Gower, Mr. Brett Roler, Mr. Jim Street, and Mr. Charles Carpenter

**Guests:** Mr. Rod DeBerry

**Chairman Mathews called for agenda item I-II: Call to Order and Minutes**

Chairman Mathews determined that a quorum was present and called the meeting to order at 9:05 AM. Mr. Person made a motion to approve the minutes of the April 15, 2015 CCDC meeting as submitted. Mr. Lundy seconded the motion, which passed unanimously.

**Chairman Mathews called for agenda item III: Financial Reports**

Mr. Street presented the current financial reports to the Board.

**Chairman Mathews called for agenda item V: Storefront Improvement Grant Request – Exercise Unlimited, 387 S. Front St.**

Ms. Brumleve presented the staff report and recommendation to approve a Storefront Improvement Grant in an amount up to \$9,400.50 for Mr. Danny Snyder and Exercise Unlimited, 387 S. Front Street.

Mr. Person made a motion to approve the Storefront Grant request per staff's recommendation and subject to all standard approval conditions. Mr. Patterson seconded the motion, which passed unanimously.

**Chairman Mathews called for agenda item V: Office Initiative**

Ms. Gower presented a request to the Board to fund an Office Initiative geared towards attracting young professionals, creative class and millennials, and start-up companies. Ms. Gower asked for a project budget of up to \$80,000. Up to \$25,000 of the project budget would go towards hiring Archer Malmo to develop short and long term strategies as part of the effort. The remaining budget would be used for advertising, marketing, and general implementation of the suggested strategies. Following a Board discussion, Mr. Patterson made a motion to approve the staff's request to fund the Office Initiative in an amount up to \$80,000. Mr. Lundy seconded the motion, which passed unanimously.

Ms. Gower also mentioned that she is working to develop a new office grant incentive program that may be rolled out as part of the office initiative. She stated that her intention was to bring the proposed incentive program back to the CCDC for consideration at a later date.

**Chairman Mathews called for agenda item VI: President's Report**

Mr. Morris provided a general update about the ongoing development activity in the South Main neighborhood and the soon to be completed Chisca Hotel development. Mr. Morris also informed the Board that Ms. Gower is considering preparing a RFP for replacement and repair to the existing wayfinding signage system. The prospect of issuing a RFP and what the scope would cover will be brought back to the Board for consideration at a later date.

Seeing no further business, Chairman Mathews adjourned the meeting at 9:55 AM.