MEMPHIS AREA ASSOCIATION OF GOVERNMENTS
Board Meeting
Meeting Minutes

MAAG Board Room
Cordova, Tennessee

May 29, 2014
10:00 A.M. CST

Board Members Present:
Hon. Hugh Davis Jr., Chairman and Vice Mayor of Piperton
Hon. Minnie Bommer, Vice-Chairman and Alderwoman of Covington
Hon. Alonzo Beard, Alderman of Lauderdale County
Rep. Barbara Cooper, Tennessee General Assembly
Mr. Terry Emerick, Representing Mayor Keith McDonald of Bartlett
Hon. Roy Hill, Chief of Police, Crittenden County, AR
Ms. Sherry Holliman, City Council Woman, Marion, AR - Representing, Mayor Frank Fogelman
Ms. Grace Hutchinson, Deputy Director, Memphis and Shelby County
Hon. Terry Jones, Mayor of Millington
Ms. Vanessa Lynchard, County Administrator, DeSoto County
Sen. Reginald Tate, Tennessee State Senator, District 33
Hon. Robert Turner, Mayor of Somerville

Board Members Absent:
Hon. AC Wharton, Mayor of Memphis
Hon. Jon Pavletic, Mayor of Ripley
Hon. Mark Luttrell, Mayor of Shelby County
Hon. Rod Schuh, Mayor of Lauderdale County
Hon. Rhea Taylor, Mayor of Fayette County

Also Present:
Mr. J. Martin Regan, Attorney, Thomason Hendrix Harvey Johnson & Mitchell, PLLC
Ms. Pamela Marshall, Executive Director MAAG
Mr. Terrence Evans, MAAG
Mr. Jordan Exantus, MAAG
Ms. Maggie Johnson, MAAG
Mr. Josh Shumaker, MAAG
Ms. Sydney Sims, MAAG
Ms. Lisa Trexler, MAAG

I. Welcome and Call to Order
Chairman Davis called the meeting to order, after he recognized that a quorum of the Executive Committee was present.

II. Invocation
Ms. Lynchard gave the invocation.

III. Approval of Minutes for October 31, 2013
MOTION by Alderman Beard to approve the minutes as presented. SECONDED by Representative Cooper. Unanimously APPROVED.

IV. Financial Report – Mr. Evans report was accompanied by green handouts.
• FY 2015 Budget Approval
  Mr. Evans addressed each handout regarding the budget. Mayor Turner asked if MAAG is expecting to receive all the Government fees and grant dollars in regards to the $372,706.68. Mr. Evans clarified MAAG would be received a good percentage of that amount. The amount will straddle FY14 and FY15. Chairman Davis stated adjustments for FY14, made, discussed, and voted on during the February 28 2014 meeting, no other adjustments needed for the FY14 budget. Chairman David asked for a motion to approve the FY15 budget as submitted to the MAAG Finance Committee, May 13, 2014.
  MOTION by Ms. Hutchinson to accept the FY15 budget. SECONDED by Chief Hill. Unanimously APPROVED.

• FY 2014 Audit update
  Mr. Evens stated MAAG could not start pulling items for the audit until June 30, 2014. Decosimo, CPA will be sending an Engagement Letter for Chairman Davis to sign.

V. Housing and Community Development Program Report—Mr. Exantus reported accompanied by blue handout.

Housing Program
• Emergency Repairs Program (ERP) - Beginning on July 1st, MAAG will receive a new ERP contract from THDA to begin performing emergency repairs for senior citizens in the region. MAAG has developed a new partner in MLGW who have committed an additional $150,000 to help “stretch” the ERP dollars and allow us to repair several additional homes in the City of Memphis. The money has come from MLGW’s ‘Share The Pennies’ program. This will add monies to Shelby County residents in need of home repairs or other items, such as a ramp for wheelchair access/disability for their homes. MAAG is also exploring working with local banks that have existing partnerships with the Federal Home Loan Bank of Cincinnati, OH. That would give home repair and accessibility rehabilitation grants to low-income individuals.

• Homebuyer Education Initiative –MAAG has developed a homebuyer education initiative with the help of THDA and several local partners including USDA, Crye-Leike, and Bancorp South. The participants will receive a certificate from THDA, which is good for one year. The first class was a month ago in Somerville. The next homebuyer class will take place in Henning, June 7, 2014 at the Palmer Turner Community Center.

Delta Regional Authority (DRA) States Economic Development Assistance Program (SEDAP)
• TNEDC Assistant Commissioner Ted Townsend and Brooxie Carlton Program Manager visited Memphis, May 9th to hear presentations from SEDAP applicants. Potential projects included, a flight training academy at the Millington Regional Jetport, a teen learning lab at the Memphis Public Library, economic development initiatives from Seedco, the Memphis Music Foundation and the second phase of the Soulsville Community LIFT. MAAG will receive applications by July 3rd and submit projects for consideration in mid-July.

Comprehensive Economic Development Strategy (CEDS)
• The 2014 CEDS is well under way and consists of significant new changes as a direct result of the 2013 update. Included in this update is a detailed Economic Base Analysis, new strategies and approaches for community engagement, workforce development, education, small business assistance, recruitment, retention, and data driven analysis. MAAG will be
planning a CEDS Committee meeting in the summer to discuss the new plan and ways to improve the plan and achieve its goals. Chairman Davis stated the stakeholders (Mayors, councilman, and city leaders) need to be involved in the CEDS meetings and process.

VI. Community Planning – Mr. Exantus reported accompanied by blue handout.

- Somerville – MAAG staff has been working with Somerville on the development of a Land Use and Transportation Plan. Working in conjunction with the planning commission, goals and issues were outlined and a process for creating the plan was developed. Through community engagement, Somerville will identify ways to address critical land use and transportation issues while simultaneously generating consensus amongst community stakeholders on critical topics. In May, a community survey was distributed through town-wide mailing and the first community meeting was scheduled for June 10th. MAAG staff has conducted significant research to develop the technical aspects of the deliverable and plan development is ongoing.

- Henning – MAAG staff is working with the planning commission to develop a Historic District Overlay and walking tour project. Henning community members have outlined a boundary and several historically significant areas of town that they would like to highlight and have as “stops” along a walking tour which would originate and end at the Alex Haley Home and Museum. Henning is also exploring a Sign Policy to help promote design guidelines for their downtown and help maintain the historic character of their downtown main street.

VII. Regional Tourism/Communications Report – Ms. Johnson reported accompanied by pink handout.

TDTA Partnership Marketing Grant

- MAAG was awarded a $20,000 marketing grant from Tennessee Department of Tourist Development to expand the marketing for our award-winning West Tennessee Day Trippin’ campaign. The ads were placed at the Memphis International Airport. The locations are located in baggage claim ‘B’ (2 signs), one in baggage claim ‘A’, and one in terminal ‘B’. USDA provided another $20,000 to be used as the matching funds for the project.

- The $40,000, MAAG has created new advertisements (see attached) that can be seen in group Tours Magazine, Tennessee Vacation, American Road Magazine and our website & Social Media, Memphis International Airport, and soon to be in visitor centers. We are currently working on more radio commercials, new promotional videos, and Day Trippin’ brochure/rack cards.

- The promotions and the tours through Heritage Tours, increased revenue for business, up to 70% in some for the towns visited by guests. This is a great way to assist towns to improving their communities and promote increased tourism.

THC – Historic Preservation Grant

- MAAG assisted Lauderdale County with their application for the Federal Historic Preservation Grant. The Tennessee Historical Commission will award the grant in the next few months.

- MAAG is currently working with members in Covington to put the Dr. Price House on the National Register. The Tennessee Historical Commission will be making a site visit in June to continue this process.
• MAAG continue to provide information about historic preservation programs and practices throughout our region. Also working on a preservation training day for MAAG area’s historical commission boards and interested parties. We also have developed regional preservation goals and objective that are attached.

Communication and Social Media
• Social Media Update – MAAG Facebook page and Twitter account continue to share relevant updates for our followers with a focus on local events and tourism. Our audience continues to expand each month as a result of regular, weekly updates. We currently have 236 Facebook followers, 245 Twitter (@MyMAAG) followers, 262 Instagram (@memphisdaytrippin) followers. If you don’t currently follow us, please add us!
• We continue to send out bi-weekly newsletters highlighting the current happenings at MAAG.

VIII. Infrastructure and Support Program Report – Mr. Shumaker reported accompanied by peach handout
West Tennessee Rural Planning Organization
• The City of Ripley was awarded a Multimodal Access grant for bicycle and pedestrian facilities along the Washington Street corridor. The project amounts to $988,050 with a 95/5 state and local percentage match. The 2014 application period will open this fall.
• The West TN RPO Executive and Technical committees held a meeting on April 11, 2014. By-laws for both committees were approved. The meeting also featured a presentation by TDOT concerning Long-Range Planning as well as discussion on TDOT’s Multimodal Access Fund and Corridor Management Agreement.
• TDOT is developing a work program for the RPO. Activities expected for the upcoming fiscal year include facilitating the Multimodal Access Fund and additional state grants, as well as coordinating land use planning training and spot safety reviews.

Solid Waste
• Solid Waste Annual Reports were due on March 31, 2014. MAAG assisted in the report for Lauderdale and Fayette counties.
• MAAG will hold a regional meeting of solid waste directors and board members on Thursday, June 12, 2014. Pat Flood, TDEC Solid Waste Director, will be presenting information on TDEC’s long range planning and new regulations for local operations. Elected officials, municipal solid waste staff, and interested individuals from West TN are invited to attend.

TACIR – spell out
• The project inventory for FY 2013-14 is complete. Thank you to Lisa for inputting the collected information into the database.
• FY 2014-15 inventory process is expected to begin in early fall 2014.

Greenprint
• MAAG has successfully completed 19 outreach meetings thus far in 2014. The outreach meetings provide an introduction to the program and current update, and gathering feedback via keypad polling exercise. MAAG has two outreach meetings remaining.
• MAAG will hold “Planning 101” sessions throughout the region and is currently scheduling meetings in Shelby, Fayette, Desoto, and Crittenden counties.
• Additional presentations are being scheduled to inform residents of Greenprint activities and opportunities for involvement.
Grants

- MAAG assisted in developing applications for the TDEC Stormwater Quality Management grant. The Town of Somerville and City of Oakland have submitted applications. Award notifications are expected to be announced on June 1, 2014.
- MAAG developed the City of Millington’s application for the 2014 CDBG Disaster Relief grant. Although Millington was not funded during the grant’s initial award period, however, the City will be considered in further selection periods this year.
- TN Dep. of Economic and Community Development is accepting applications for the 2014 CDBG Commercial Façade grant. MAAG is developing the application for the City of Ripley and Ripley Downtown Development Corp. Applications are due May 30, 2014.

IX. Executive Directors Report – Ms. Marshall reported accompanied by golden handout

X. Other Business

- MAAG seeking a Full-time Grant Writer.
  MOTION Executive Director will provide options for MAAG’s Grant Writer by Senator Tate. SECONDED by Ms. Holliman. Unanimously APPROVED
- DRA and Southwest Tennessee Community College and Cook Systems International Inc. for the JAVA Bootcamp to learn computer science, with web–development skills. There will be a press conference after the Board Meeting with DRA’s Co-Chairmen Chris Masingill signing the “Notice To Proceed” at Southwest Tennessee Community College.
- Regarding the 501(c)3 – if the charter should be dissolved the funds of MAAG will go to the state of Tennessee.
  MOTION 501(c)3 charter letter Senator Tate. SECONDED by Ms. Holliman. Unanimously APPROVED

XI. Adjournment

MOTION to adjourn meeting by Senator Tate. SECONDED by Ms. Hutchinson. Unanimously APPROVED

[Signature]
FOR IMMEDIATE RELEASE
May 29, 2014

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New Tech Entry-Level Training Expected to Impact Jobless Rate for the Region.
Delta Regional Authority (DRA) Investment in Southwest Tennessee Community College
Answering Demand for JAVA Developers

"Where have all the JAVA Developers gone?" That is the question being answered thanks
to an almost $200-Thousand dollar investment by the Delta Regional Authority (DRA).
Today Federal-Co Chairman Christopher A. Masingill signed a "Notice To Proceed" with
Southwest Tennessee Community College (SWTCC) and Cook Systems International Inc.
(Cook) for a year round JAVA BootCamp. The eight week IT training program will assist
college graduates with web-development skills needed to fill entry-level jobs with some of
the regions large and small companies.

"Tech jobs are ranked in the top 20 best entry level jobs across the country", says MAAG
Chairman Hugh Davis. "We expect this kind of training to help set the tone, encouraging
American companies to search for homegrown IT developers while growing the local
economies."

According to Dice.com, Java development was the most sought-after software-building
skill by employers in the first quarter of 2014, with the U.S. Bureau of Labor Statistics
reporting a 2.8 percent unemployment rate for this sector in the first quarter, compared to
5.5 percent four years ago.

"We hear from employers of all industries that we need to be training our workforce in job-
specific skills," says Federal Co-Chairman Chris Masingill. "This JAVA BootCamp
through its apprenticeship based program is bridging the gap between the skill sets of
computer science graduates and the specific technical skills required to fill vacant positions
at companies looking for IT developers. We are proud to invest in this program that directly
addresses DRA’s goal of training and connecting Delta residents to jobs in their
community."
"Our goal at Southwest Tennessee Community College is to respond to the workforce demands of our existing companies and prepare the workforce to meet their needs,' said Dr. Nate Essex, President Southwest Tennessee Community College.

"With this DRA Funding, this eight week JAVA BootCamp will allow us to expand this program, making it available to more students. Upon completion, these skilled workers will have the potential of earning as much as $70 to $80-thousand a year after completing a three year apprenticeship program."

Currently there are 12 students enrolled in the most recent class that started earlier this month. During the eight week BootCamp, students are immersed in an intense program, learning skills for the IT and software developer industry. After successful completion of the program, graduates are hired by BondStone Technologies for a three-year career development training program. During the three year on the job training program, the new JAVA developers are paid market salaries with benefits. After completion of the career development training program, participants are ready and prepared for full-time employment in the computer programming field.

The JAVA BootCamp is one of several projects in the region, funded by DRA, through the State Economic Development Assistance Program (SEDAP).

If you are interested in applying for the next JAVA BootCamp class, please contact Southwest Tennessee Community College at 901-333-4658 or apply online at http://www.cooksys.com/fasttrackd

About the Delta Regional Authority
The Delta Regional Authority is a federal-state partnership that is congressionally mandated to identify and provide investment to help grow the small business and entrepreneurial community in the 252 counties and parishes of the Delta. The investments come through the DRA’s States Economic Development Assistance Program. With 45 Local Development Districts as front-line project managers, these investments by the Delta Regional Authority support job creation and community development projects. In the past ten project cycles, the Authority created or retained nearly 17,000 jobs. They leveraged $2.2 billion in other public and private investment with DRA projects, trained almost 4,000 for a 21st century workforce and helped more than 25,000 families gain access to clean water and sewer service.

About Memphis Area Association of Governments (MAAG)
Memphis Area Association of Governments serves as a regional clearinghouse to county governments in Fayette, Lauderdale, Shelby and Tipton in Tennessee; Desoto in Mississippi; and Crittenden in Arkansas for federal and state programs in support of economic, housing and community development initiatives. MAAG works closely with member governments and nonprofit organizations to identify craft and advocate for legislation and public policy that serves to improve the overall quality of life for residents. For more information about MAAG’s programs and services please visit the website at www.maagov.org or call our offices at 901.729.2871.

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