



CLARKSVILLE CITY COUNCIL SPECIAL SESSION AUGUST 6, 2015

MINUTES

CALL TO ORDER

A special session of the Clarksville City Council was called to order by Mayor Kim McMillan on Thursday, August 6, 2015, at 6:00 p.m. in City Council Chambers, 106 Public Square, Clarksville, Tennessee.

A prayer was offered by Councilman David Allen; the Pledge of Allegiance was led by Councilman James Lewis.

ATTENDANCE

PRESENT: Richard Garrett (Ward 1), Deanna McLaughlin (Ward 2), James Lewis (Ward 3), Wallace Redd (Ward 4), Valerie Guzman (Ward 5), Wanda Smith (Ward 6), Geno Grubbs (Ward 7), David Allen (Ward 8), Joel Wallace, Mayor Pro Tem (Ward 9), Mike Alexander (Ward 10), Jeff Burkhart (Ward 12)

ABSENT: Bill Powers (Ward 11)

DOWNTOWN MARKET ANALYSIS

Randall Gross, Development Economics, presented his market analysis for Clarksville's Downtown. Mr. Gross said Clarksville's Downtown has definite potential for development and revitalization. Economic potentials include office, hotel, housing, and retail. A plan for marketing, outreach planning, management, and financing should be considered. He said Downtown draws 70% of its market from Montgomery County and the rest from outlying areas. His study showed county-wide manufacturing and private sector jobs had increased since 2000, but 55% of jobs were within the public sector (city, county, state, and federal).

The analysis showed Downtown has a unique historical context and asset base with an “old town” natural setting on the bluff. Annual events were well programmed and organized, but a lack of connectivity between Downtown, the Cumberland River, and Austin Peay State University was evident. Government and banking seem to be the major market drivers. Mr. Gross said there was a lack of office space for information technology, administrative, professional, legal, and management services.

Mr. Gross’s report revealed that Downtown attractions host 24,000 visitors per year, mostly local residents. He predicted an additional 1,400 visitors per year would attend over the next few years creating the need for a conference center and increased hotel market. The study showed the potential for an additional 700 households, including 2,200 tenants, earning between \$100,000 and \$150,000, to reside in the downtown area by 2020.

According to the analysis, the current Downtown shopping market was mainly for lumber and automobiles. Mr. Gross noted the need for an anchor store along with cultural and specialty retail shops and entertainment venues. It was recommended that the City consider a hotel/conference center with available meeting space which would create a destination for visitors and ultimately enhancing retail.

ADJOURNMENT

The meeting was adjourned at 7:05 p.m. followed by the City Council’s regular session.