

Advisory Committee Meeting

April 20, 2026

Attendance:

Amy Sullins	Jo Lundy
Anne Marie Schaffer	Joe Kimbro
Barbar Peck	John Proffitt
C. Shawn McKeehan	Josh Goodman
Francis Witt-McMahan	Patti Greek, Chair
Hugh Willson	Scott Msahburn
James Fries	Bill Wilson

Absent (1) Bob Roseberry

Guest (3) Simon Rhodes, City of Athens,
Ashey Davis, Kellum Creek Business Solutions
Kisa Becker Keller Williams Relator

The agenda had 4 topics:

- North City School Property
- Redfern Industrial Park
- Southeast Tennessee Trade & Conference Center (Regional Park)
- Review of the Proposed Athens Brand

We began the meeting at 6pm.

Review of the Proposed Athens Brand

Simon Rhodes and Ashley Davis, were attending, I felt it was important to let them do their presentation first, so they could leave after they received the information.

The shared images were well received. The city seal will remain, but these images will be used for branding other items.

The vote clearly approved the use of the colors and images.

North City School Property

The conversation quickly opened with numerous members saying, “we need more housing”.

There were a few questions with stipulations we know come with the property.

- An area needs to be used for “children”, was that not in the agreement from the family to the city when they received this land?
- Multi-family –duplex or one level condominiums.
- Discussion about the BCBS of TN walking space and entertainment are for families.
- We need something for the families that will promote outside activities all year round.

Redfern Industrial Park

- This needs to be re-zoned to Residential
- Everyone loved this conversation~and ideas were flowing... make this a large complex with more mid-dollar level apartments to higher residential living.
- The architecture could begin with smaller homes in the front of the complex, and then go into more expensive mid-range homes.
- Surrounded by pool (1-2) walking trails/pathways.
- This will pull the families that work in Chattanooga and Knoxville areas who would like to live in a smaller town atmosphere, great schools and do not mind a 45 min commute.

Southeast Tennessee Trade & Conference Center (Regional Park)

First comments were, “PLEASE finish this project”.

- Have a VISION! With a timeline and stick to it.
- Phase I was completed; the city needs to finish the next 2 phases so that we can “entertain” more opportunities for our city. Car Shows, have a venue like Camp Jordan in East Ridge, TN. That is a 34,000 multi-purpose climate-controlled sports complex.
- The weekend before our meeting had a CASA event, and it was full!
- Have areas for Food Trucks, for guests that may not be able to leave the area to enjoy other local.
- Think of the Hotel/Motel tax we would receive with all the visitors.
- Many of the committee members remember the loss of the Federal funding years ago.
- Can the County help us, since this will help all of us?
- Murfreesboro, TN --Star Plex has an event center~look at those ballfields.
- Parking~ please make sure that it is in the plans ~with out Parking there is another issue.
- Bathrooms~ need plenty!

Long term planning on this for Phase II and III.

Check out the fastest growing sports in the US. Trail Running is up 32%.

Quick summary~ 1. The city of Athens needs more housing—all price points!
2. Finish all phases of the Regional Park

Submitted by: Patti Greek, Chair of the Advisory Committee