



PUBLIC NOTICE

JOHNSON COUNTY
JOINT ECONOMIC & COMMUNITY DEVELOPMENT
WILL MEET

TUESDAY, August 19, 2025
AT 12:00 P.M.

THE MEETING WILL BE HELD IN THE
MAYOR'S OFFICE
AT THE
JOHNSON COUNTY COURTHOUSE
222 WEST MAIN STREET
MOUNTAIN CITY, TENNESSEE

JOHNSON COUNTY
COURT SECURITY COMMITTEE
222 West Main Street
Mountain City, Tennessee 37683
423.727.9696



JOHNSON COUNTY GOVERNMENT

Larry Potter, County Mayor

222 West Main Street
Mountain City, TN 37683

Joint ECD Committee / ThreeStar Program Workshop

Tuesday, April 22, 2025

Attendance: Joint ECD Members present: Mayor Larry Potter, County Commissioner Gina Meade, County Commissioner Kody Norris, Former Mayor Dick Grayson, and Jeff Fritts

Guests: Sheila Caldwell, Tourism/ThreeStar Coordinator, Bill Caldwell, Pastor Dwayne Dickson, Nela Pleasant, Linda Moon, Emily Stonecipher, and Becky Walker

MINUTES

Public Comments – none were requested.

Overview of ThreeStar Program & Expanded Criteria

1. The program has been expanded to include 6 goals: 3 short-term (2-year) goals and 3 long-term (5-year) goals. The short-term goal can segue into a long-term goal.
2. The SMART goals, with timelines and action plans for each defined goal, are due to the TN ECD by June 1, 2025.

Review ThreeStar Program Guidelines

1. A review of the updated program guidelines (see attached document) was conducted to ensure compliance with the process.
2. With the expansion of the program, understanding the guidelines is essential.

Review ThreeStar Grant Application Process

1. The total amount that can be requested is \$250,000 for at-risk counties, which include Johnson County. It can be for a single or multiple projects, according to our goals and objectives, however, we may only submit one application that includes everything we are requesting to be funded.
2. For any funding request of \$75,000 or more, a qualified grant manager must be utilized in the process. This would likely be the First Tennessee Development District.
3. The grant applications will be accepted every quarter, which provides additional time for strategic planning, due diligence, collaboration with existing groups/projects, action plans, and budgets.

Continued . . .

Review Community Conversation Feedback

1. A review of the ThreeStar Community Conversation meeting was completed as a starting point for the discussions.
2. Through a discussion of the recommended community project, the group refined the focus toward achievable priorities for the county.

Define ThreeStar Goals for Johnson County

1. Based on the input from the Community Conversation meeting, the group discussed current priorities and needs for the county.
2. Reaching consensus by the group, the recommendations to the Joint ECD Committee are as follows:

Three short-term goals of two-year duration

1. Permanent Farmer's Market
2. Development of Hometown Business Association (continuing as long-term)
3. Development/support of Parks and Recreation Opportunities (continuing as long-term)

Three long-term goals of five-year duration

1. Development of an independent Hometown Business Association
2. Development or support of Parks and Recreation Opportunities
3. Strategic Plan to establish more lodging in Johnson County (5-year goal)

Establish Subcommittees to Support Defined Goals – as a result of the selected goals, the following subcommittees and chairs were named

1. Permanent Farmer's Market – Gina Meads
2. Hometown Business Association – Jeff Fritts
3. Parks and Recreation Opportunities – Nela Pleasant
4. Lodging – Kody Norris

Schedule Subcommittee Meetings to Define ThreeStar Goals & Timelines

1. The ThreeStar Coordinator for Johnson County will work directly with each subcommittee chair to establish meetings and timelines.
2. The ThreeStar Coordinator will provide each subcommittee chair with a list of names and contact information of those who have participated in ThreeStar efforts for consideration to serve as subcommittee members.
3. Subcommittee Chairs may select their committee members from this list or from the community at large to serve for the defined terms of each goal.
4. Subcommittees must meet in May to determine the SMART goals, timelines, and action plans for each of these initiatives, which will be documented by the ThreeStar Coordinator and forwarded to TN ECD by June 1, 2025.
5. Once this process is complete, determination of which goals require funding through TN ECD will be identified, and the grant application process will begin.

Meeting was adjourned at 7:30pm. Next meeting: TBD

JOHNSON COUNTY
JOINT ECONOMIC & COMMUNITY DEVELOPMENT
222 West Main Street
Mountain City, TN 37683



AGENDA

Tuesday, August 19, 2025

12:00pm

TO: Johnson County Joint Economic & Community Development: Angela Stout, Dick Grayson, Gina Meade, Jeff Fritts, Mayor Jerry Jordan, Kody Norris, and Megan McEwen

FROM: Mayor Larry Potter

LOCATION: County Mayor Office | Johnson County Courthouse

AGENDA:

1. Public Comments
2. Roll Call
3. Minutes
4. ThreeStar Update
 - a. Sink Mountain update
 - b. National Guard Armory Update
 - c. Meat Processing Facility Project update
 - d. Transfer Station Remodel -Completed
 - e. Tourism Projects-Update goals and tourism update, Sheila Caldwell
5. Hotel/Motel Recruitment
6. Industrial Development Update
7. Hurricane Halene update, FEMA, roads, Mayor Jordan, Mayor Potter
8. Any other matters which may duly come before the committee for official action.