



**HISTORIC
FRANKLIN
TENNESSEE**

**CITY OF FRANKLIN
DEVELOPMENT SERVICES ADVISORY COMMISSION**

A meeting of the Development Services Advisory Commission was held at Eastern Flank Battlefield Park Event Facility, on Tuesday, July 1st, 2025, 8:00 am – 9:00 am.

Committee Members

Matt Bryant, Chair	P
Robert Winston, Vice Chair	P
Kate McDonald	P
Nathan Zipper	A
Ben Crenshaw	P
Scotty Bernick	P
Mary McGowan	P
Paige Parham	A
Dana Kose	P
Michael Walters Young	P
Matt Brown	A

Employees Present

Vernon Gerth, Assistant City Administrator
Amy Diaz-Barriga, Asst. Director of Planning & Sustainability
Alex Brown, Asst. Director of Building & Neighborhood Services
Brandi Arnett, Assistant IT Director
Chris Robinson, GIS Manager
Alex Bearden, Development Services Manager
Blake Harper, Assistant City Attorney II
Milissa Reiersen, Chief Communications Officer
Katherine Harelson, Budget & Performance Analyst
Presley Parker, Development Services IT Specialist

The purpose of the regular meeting will be to discuss matters regarding Development Services and will include the following items:

Matt Bryant, Chair began the meeting at 8:02 am.

1. Approval of Minutes/Review of Meeting Notes from June 3, 2025, meeting.

- Meeting minutes were approved by acclamation.

2. Discussion on Draft Customer Satisfaction Survey and Plan Review Map.

- Vernon Gerth began the discussion by noting that staff has analyzed various development processes. Last month's meeting highlighted the need for proactive communication with citizens and design professionals about ongoing services and projects. Staff will present their progress over the past month to address these needs.
- Katherine Harelson started the presentation by identifying two target audiences: development professionals and citizens.
 - Development professionals – Staff is working on ways to get more real-time feedback on the customer experience.

- Citizens – Staff is working on ways to make information regarding proposed and approved developments more accessible.
- Survey concepts – Staff is proposing adding small customer satisfaction surveys that are sent to development professionals at different stages of the process.
 - The survey has two questions. The first is to rate your experience from one to five stars, and the second question is an open box that asks to provide additional feedback.
 - Presley Parker added that all the data would be collected and can be exported into excel.
 - Staff is proposing that these surveys start by going out at three stages: (1) when plans are reviewed, (2) when permits are issued, and (3) when Certificates of Use and Occupancy are issued. Staff can also add QR codes to the development services reception area.
 - i.* Matt Bryant asked who the survey goes to in IDT. Presley responded that it gets sent to the applicant that is listed in IDT.
 - Mary McGowan asked if this would just be tested on the single-family submittal. Katherine responded that this would be implemented across all plans and permit types.
 - Vernon reiterated that this is a short survey. If someone had a good experience, we would know that we're on the right track. If someone has a bad experience, they have an opportunity to share their feedback.
 - Millissa Reiersen added that there are companies that do these types of surveys. Happy Or Not is one of those companies that work with some local governments. This is something that the City could pay to have implemented city-wide or just with development services.
 - i.* We don't have a cost estimate as of right now. Staff wanted to gauge interest before reaching out for a demo and quote.
 - ii.* Michael Walters Young said that we have an internal option and a contract with other survey companies that will likely be more cost efficient.
 - Katherine asked the group what their threshold would be to take the survey.
 - i.* Matt said that the survey should be no longer than five minutes.
 - ii.* Dana Kose proposed that the survey be advertised as only taking a couple of minutes. It would also be good to know if someone clicked on the survey from an email vs. scanning a QR code.
 - iii.* Matt added that it would be good to test the in-house survey first to see if people take it. Staff could also look into adding the survey at more milestones in the process.
 - iv.* Mary seconded the idea of adding more milestones in the process, that way there are more opportunities to provide feedback.
 - Katherine asked the IT team if it was possible to know how someone got to the survey.
 - i.* Brandi Arnett responded, saying that there should be a way to get that data.
 - Vernon finishes the discussion by saying that staff will test out this short survey and adjust if we need to.
- Development Maps – Katherine opened this topic stating that staff has been looking at a better way to get information out to citizens on proposed developments.

- The City has a current planning map that shows a vast number of plans. It is based on GIS, it is searchable by lot and has some great information when you hover over the lot.
 - i.* One obstacle is that to see anything regarding the project, you must go to IDT and create an account.
 - ii.* Something that also came up at the last meeting is having little “blurbs” on proposed development. Citizens would be able to access information such as the type of development, the developer and design professional, the stage of the entitlement process, and a picture of the project.
 - iii.* Scotty Bernick said that the IDT guest access is good, and he likes that everything can be viewed on the map. He would also like if there’s a way that the design professional can write the “blurb” that way it is less work on staff.
- Katherine also pointed out that the City has a capital project map that has “blurbs” for the project. Those must be manually updated by staff.
 - i.* Scotty agreed that adding some information such as when the project will be before a public board would be beneficial.
- Katherine ended the discussion saying that staff will continue working on this and bring updates to the Commission.
- **Next meeting – Tuesday, September 9th, 2025**

3. Adjourn.