

Germantown Economic Development Advisory Committee
Agenda
2/21/2020 at 9am at Town Hall

Attendance: Sarah, Tracy, Ben, Amy, Genette, Tony, Pippa

Review minutes from last meeting (1.20.20)

Approved; Sarah Second; Tony - none opposed

OLD BUSINESS

1. Pippa is the new Chair of GEDAC

2. Flyer Update

Do we have any new businesses to add to our master list and the Flyer?

- Sarah updated the internal business document with the new businesses. They will add the acupuncturist business and
- The flyer was created as a way to promote any and all of Germantown's local business. It was discussed how to update the flyer going forward; keep it current and fresh without being exclusionary. Genette suggested, and the group agreed, that the next version should include verbiage along the lines of "If your business would like to be listed in this flyer, please contact _____."
- The group agreed the 10 businesses who are spotlighted should contribute \$50 each. This would cover a majority of the expense of the flyer. Other businesses included in the flyer could be asked for a donation.
- Tony will relay these updates to Doug Trapp.
- NEXT STEPS: Tony to talk to Doug Trapp and invite him to present the flyer at the next GEDAC meeting, Pippa to reach out to EAMC about getting involved in GEDAC and adding their info to the flyer.

3. GEDAC Instagram

Any updates?

- Instagram - the group has been actively posting topics of interest around Germantown. Instagram & the broader topic of social media was brought to the attention of the Town Board. Austin & Sarah will be reviewing posts to ensure messaging is impartial.
- NEXT STEPS: Sarah is working on adding a line to the Instagram account clarifying that all opinions shared are those of the individual and not of the town as directed/advised by legal.

4. Small Business Resource Doc (See "GEDAC and CEDC" for new business)

Update; Genette and Tracy on Resource Guide for new and small businesses.

- Robert Beaury would like to be included in the CEDC meeting with Martha Lane.
- NEXT STEPS: A time for all to meet at the Town Hall will be coordinated for early March to discuss creating an Economic Development Plan for Germantown and opportunities for coordination with CEDC.

5. GEDAC Small Business Mixer and Social Media Skill Share

Update; next steps. (Date, location, invite list, event, etc.)

- A Community mixer will be held at Central House on Wednesday, April 1.
- Tracy co-chairing the event with Sarah
- From 6-7pm it will be a time to: 1) share a goal for 2020 2) share a challenge and 3) share an event or promotion. From 7-8 it will be Happy Hour.
- NEXT STEPS: Sarah will create an email invitation for the Community Mixer. Committed contributions from GEDAC members include: Gaskins: wine, Ottos: beer,

Quittner: prosecco and soft pretzels, Amy: cookies, Tony: shrimp cocktail, Genette: NA bevs

NEW BUSINESS

1. GEDAC Financial Structuring/Budgeting

Formalizing finances - how we collect and distribute money.

- A subaccount will be created for GEDAC at the Bank of Greene County if we were to collect funds, they would have to be deposited there. Checks must be written to "Town of Germantown - GEDAC".

2. Movie Nights

Partnerships, finances, and the Parks Commission's tax-deductible status

- Parks will co-sponsor movie nights so that money we raise for them can go through PC for tax-deductible status.
- NEXT STEPS: look at setting dates for 2020 to propose for booking park during March meeting

3. Arts and Tourism - A theme for 2020?

Discuss possibility of an overarching theme of Arts and Tourism for 2020 aimed at spotlighting how creativity thrives in Germantown.

- Regarding the arts, the group thought a separate committee should be created to focus on this, with new members who have more experience in that field.
- All agreed Tourism is something to focus on for 2020
- NEXT STEPS: Sarah to talk to Billie Kimmel about advising to form another committee that deals with the arts

4. The Parsonage

Opportunities to support/collaborate?

- All agreed this was a key part of Germantown's history and GEDAC will support the Parsonage and collaborate to raise awareness and maybe host an event there in the future.

5. **Added by Sarah, not on paper: KEEP Preserve

- KEEP Preserve reached out to Sarah. Interested in an art show/event, Include them in the mixer

6. Meeting Locations and Timing

Need to try to meet on a more regular schedule (same day each month) and in Town Hall.

Goal: Open to public and listed on town website.

- Every last Friday of the month at Town Hall @ 9am

7. Review of membership and guest guidelines

Process for adding members to committee and inviting guests.

- Members are appointed by the Town Board. Current group of core members were reappointed by the Town Board at the February meeting.
- Guests are always welcome to join/observe.

8. GEDAC and CEDC

Exploring opportunities for tapping into CEDC.

9. Amy: Continuing Ed

- Are we supposed to do continuing ED? Going to things that relate to the business.
- NEXT STEPS: Explore if this is expected of us as members of GEDAC

10. Tony

- Add to next meeting: Tony would like to find ways to integrate the Fire Dept. more.
 - i. NEXT STEPS: Sarah - will include them for the mixer.

Next Meeting: March 27, 2020

Motion to adjourn: Ben Second: Tony