

Germantown Economic Development Advisory Committee
Agenda
5/22/2020 at 9am at Town Hall

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

Review minutes from last meeting (2.21.20)
Approved; Amy Second; Ben

OLD BUSINESS

1. Flyer Update

Status of the project (Goal release date previously set for May 1st)?

- Tony continuing to work with Doug Trapp. At the next meeting, he will be able to present the new flyer with a July 1 goal publication date. Gate-fod, 6 sides, directory style
- Patty Baker is doing the art for the front and back cover. The welcome and blurbs will be refreshed. New photos

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

- Sarah didn't have a chance to speak to Pops before COVID hit.
 - NEXT STEPS: Genette will call.
- Newish florist
 - NEXT STEPS: Sarah will send Pippa info for home florist to add to master contact list

2. GEDAC Instagram

Any updates?

- Would be good to be able to have more than one URL linked at a time
 - NEXT STEPS: Pippa will create linktree

3. GEDAC Small Business Mixer and Social Media Skill Share

Rescheduling?

- Remove from agenda until we can put something topical together.

4. GEDAC and CEDC

Update from Sarah, Tracy, and Pippa on meeting with CEDC on March 9, 2020

Resource Guide?

- Backburner. Remove from agenda for now.

5. Movie Nights

Update on summer events given COVID-19

- While we cannot start movie nights now, there does seem to be potential for outdoor gatherings in the late summer/early fall, especially if we enforce distance restrictions (or even stay in car?)
- Bigger location than the pavilion? Lasher? Cheviot? Town Parking lot? Audio would be a problem, but maybe some technology exists?
- Sarah knows of a new projector that may be helpful – small and inexpensive.

- NEXT STEPS: Town is making permitting decisions month-by-month, so worth following as a possibility. Circle back at next meeting.

NEW BUSINESS

1. Germantown Business Recovery Fund

Update from Pippa on the creation and dispersal of the Germantown Business Recovery Fund and the potential for a second round of grants.

- 11 grants totaling \$27,500 have been awarded. Some funds have been held back for a second round of grantmaking.

2. Germantown Comeback Committee

Germantown is interested in creating a Comeback Committee led by local business leaders and residents.

- Columbia Comeback has been meeting and aims to help businesses access the information, resources, and support they need to reopen safely. Encouragement from Beaury to create a Germantown version.
- Concern on committee that a Germantown-specific initiative would be redundant and solely act as a go-between between Columbia Comeback and Germantown, possibly confusing things further. Consensus that we are most useful when we point local businesses to the best resources.
- NEXT STEPS: Create a linktree on social that points people to CEDC, Germantown Together, Columbia Comeback, etc.

3. MISC.

- We want to be able to share businesses updated hours and operations.
 - NEXT STEPS: Pippa email businesses about updated hours, etc. and with town resources
- How are we all doing?
 - Quittner opening very slowly. Can't have people inside with social distancing.
 - Ottos trying to figure out what to do. Moving slowly.
 - Farm U-Pick's are going to be huge this year
 - Gaskins Sunday Suppers have been very successful and are continuing with and very slow ramping up to more meals and more volume.
- Nora Cady and David Fix working on a mutual aid program.

Next Meeting: June 26th 9am

Motion to adjourn: Amy Second: Ben