

Germantown Economic Development Advisory Committee  
Minutes  
6/26/2020 at 9am on Zoom

Attendance: Tony Albino, Ben Davidson, Pippa Biddle, Sarah Suarez  
Guests: Doug Trapp

Review minutes from last meeting (5.22.20)  
Approved; Tony            Second; Sarah

## OLD BUSINESS

### 1. Flyer Update

Status of the project?

- Doug Trapp providing flyer update. Will be gate fold instead of a roll fold, but the same 4"x9" so it fits in racks, etc. Looking to get the same stock of paper. New painting from Patty. Same format cover but "We're Glad You're here" on the cover instead of just "welcome."
  - Farmhouse painting. Thematically strong to our town narrative.
  - Lots of photos (20), focusing primarily on businesses that weren't in the first brochure printing as well as general interest pictures from around town.
  - Strong intro copy that is inclusive and friendly.
  - As we collect photos, need to be specific as to style: people in place, not just items or storefronts.
    - Can pull images from @AroundGermantown.
  - 2 more weeks to finalize it and get images, so printed end of July.
- NEXT STEPS:
  - Doug sending PDF to the group.
  - GEDAC members need to go through brochure copy with a fine toothed comb (ex. East Asian Med has moved)
    - 4 people, 1 for each column? Or separate by locale.
    - Note: Ordinal Indicator isn't on it. Ailish (sp?) flowers? Any other businesses missing.
    - **PIPPA:** Create document for edits to go into.
  - Collect photos from businesses
    - **PIPPA:** Create Google Drive Folder for us to put images
  - Tony point person for GEDAC, so will relay edits and images to Doug.

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

### 2. GEDAC Instagram

Any updates?

- Nope

### 3. Movie Nights

Update on summer events given COVID-19. Can we begin to plan anything?

- Tracy: talked about it at the last parks meeting and the idea isn't completely killed, but events are hard to do even outside. A drive-in is tabled for potential end-of-summer. Really

don't want to put time and energy when we're already spread so thin into something that may be canceled.

- Tabling for now.
- Sarah: Potential other ideal: outdoor picnic day in the parks. Encouraging people to go on a picnic. Restaurant deals. Fundraising component for the parks.

## **NEW BUSINESS**

### **1. How are we all doing?**

- Sarah: has to sneak out and cut short. Picking up signs from Germantown Safe campaign and will be

Next Meeting: PIPPA Sending out email.

Motion to adjourn: Tony          Second: Ben