

Germantown Economic Development Advisory Committee

Minutes

2/26/2021 at 9am ET on Zoom

Link:

<https://us02web.zoom.us/j/82373591621?pwd=TFNqdHIDNzh3ZGpsS3lUkgyaHZ3Zz09>

Committee Member Attendance: Pippa Biddle, Ben Davidson, Tracy Martin, Sarah Suarez

Guests: Wendy Fieser, Doris Cultraro, Lori Marchisio-Crawford, Lynn Place, Nikki Pettus, Richard Jennings II

Review minutes from last meeting (1/29/21)

Approved; Sarah Suarez Second; Tracy Martin

OLD BUSINESS

1. Brochure/Flyer 2.0 Update

Update from Tony in absentia: “the flyer has been delivered to Karen and she is in the process of printing it in consultation with Doug about colors, etc. The flyer should be ready in about 3-4 weeks. Also, Doug and I commented that the last printing of only 1000 was not enough as many people ran out. Karen has VERY generously volunteered to print 2500!!!! So we should be all set.”

- Sarah brought it to the Town Board and they approved it. They asked to include a community section, so we’ve added the library, the parks, and the parsonage.
- Pippa updated online business directory
- **NEXT STEPS:** Sarah will update website with this info, including aroundgermantown@gmail.com as the contact email

2. Business list update

- Dentist has reopened but the business was sold to a new dentist so instead of “All Access” it is “TruDental” <- info from Lori
- Dollar General is open and should be added
- **NEXT STEPS:** Sarah adding to master

3. GEDAC Instagram

- Tracy: Let’s wait until spring. New energy. Renewed sense of energy. Also incorporating the business takeovers.
- Sarah: Agreed.
- **Next Steps:** to revisit later – Instagram take-overs by local business. Also look into cross posting with Germantown FB page

4. Writing & Arts Competition 2022

Interest from Climate Smart Communities task force via Christina Bohnsack in partnering for the next Writing & Arts Competition. Proposed theme: "climate crisis."

- Tracy is all for it! Also on the task force, so it would be a great tie-in as they pursue bronze level. They are also looking into ways to partnership with the school and Palatine Manor, so would work into that.
- Pippa: Also would be great to have a seniors age category for the writing & arts competition, and that would further this partnership.
 - o Positive response from Wendy Fieser on behalf of Palatine Manor
- **Next Steps:** Pend until October when planning will begin for March 2022 launch.

NEW BUSINESS

1. GEDAC Membership Changes

Confirming that Genette Picicci Oehlke has sent her resignation to the Town Board and GEDAC, and recruitment of new members.

2. Looking Towards Summer – Opportunities for Collaboration and Coming Together?

An opportunity to discuss and begin ideating around spring and summer 2021 plans.

- Question from Lynn Place about townwide Yard Sale. It is on the calendar and will likely be on the agenda for next year.
- Sarah: If they are outdoors, we should plan as if they will happen. But aren't sure about the specifics.
- Big early summer events that are on the calendar but details aren't : River Sweep, Memorial Day Parade, Yard Sale, 4th of July.
- **Next Steps:** Sarah will report back from the Town Board as to updates from next meeting. Put outdoor movie nights on the agenda for next meeting.

COMMENTS PERIOD/Q&A

- Introductions from the guests:
 - o Doris Cultraro from DC Studios, organizes Labor Day art event with open studios.
 - Opportunity to partner with them in the future and cross-promote.
 - o Lynn Place, Director of the Germantown Library, founded by the Germantown Garden Club. 501©3 with the ability to channel things.
 - We've worked previously with them for movie nights, but couldn't use the SWANK movie license. Now SWANK is saying there is flexibility on using the license outside, which could be big for movie nights.
 - Also looking into ways to bring more people into the library both as a resource and as a gathering place.
 - o Lori Marchisio-Crawford, Marchisio Properties on Palatine Park Road (self-storage and office suites). On the Board at the library, has a son at GCS.
 - o Nikki Pettus, Stregaflora floral studio, moved here last January
 - Events background, very interested in producing events, workshops, opportunities to teach.

- Wendy Fieser, Service Coordinator at Palatine Manor. Music teacher of strings as well. Previously ran the enviro-thon at GCS.
- Richard (Rich) Jennings, Upstate Lawn Care and Landscaping. Also on the Board of Fire Commissioners and a Maintenance Mechanic for GCS. Coaches soccer.
- Intros from Current Committee Members Pippa, Ben, Sarah, and Tracy.
- Jeanette Nesel, Owners of Germantown Beer Farm known for Hudson Valley Malt. Doing this since 2015, but have been in Germantown for a long time and is excited to get involved.

Next Meeting:

Friday March 26th 9am

Motion to adjourn: Ben ; Second: Sarah