

Germantown Economic Development Advisory Committee

Minutes

9/27/2021 at 9am ET on Zoom (<https://germantownny.org/event/gedac-meeting-11/2021-09-27/>)

Committee Member Attendance: Ben Davidson, Tony Albino, Amy Davison, Tracy Martin, Jeanette Nesel, Wendy Fieser

Guests: Christina Bohnsack, Rose Wax, LuRaye Tate, Kathy Overington, Username: GAndreas

Review minutes from last meeting (7/2/21)

Approved; Tony Second; Tracy

OLD BUSINESS

1. Business list update

Any updates?

None

2. GEDAC Instagram

Any updates? Still need to do Jeanette and Wendy introductions, and do we still want to do an Instagram Takeover guide (Best practices, permissions, guidelines, and hashtags). Previously discussed an idea of an intern — thoughts?

Tracy suggests setting up a side meeting, Tracy will organize as chair of this subcommittee.

3. Outdoor Movie Nights for Summer 2021

Recap and brainstorm for next year

Kathy reports that the library considers the movie nights to have been a great success but cautions that the movie licensing company may not allow outdoor films in a post-COVID world. Discussion over whether GEDAC should give over leadership of event to library entirely. Library will be hosting another movie night in partnership with the PTA, for October 30th. Tracy motions to return to subject in Spring, perhaps in April meeting.

4. Business Resources Programming

Return to ideas for business resources for local businesses

Tracy shared spreadsheet from “a long, long time ago,” should it be another breakout meeting? Perhaps visit after Instagram meetings. Also discussed partnering with the school; Wendy reached out to the school, but which didn’t pan out. Tracy and Wendy will meet with representatives of the school again. Perhaps GEDAC could host a jobs fair to highlight opportunities for high school students to volunteer. Tony restarting Jobs Program, bringing professionals into the classroom to talk to the kids about jobs that are available.

NEW BUSINESS

1. *link with Old Business #2* - Social Media posts providing information on candidates in upcoming elections

- Tracy discussed Christina's idea on the potential to use the GEDAC Instagram to inform people on candidate's platforms and ideas, etc.
- Chrstina would like to know "When the rabies clinic is, not just when gallery openings are."
- Possible to recruit interns to run Around Germantown instagram

2. Sign to promote village businesses on 9/9G

- Tracy would like to see if we can get this started
- Amy Davison tried to have this happen, but Beaury said no.
- Tony suggests hanging a banner across the traffic lights
- Perhaps a kiosk to direct people off of 9G
- Tony will broach the topic with the town board, to update next meeting

3. Writing & Arts Competition 2022!

Kicking off planning. Previously discussed running competition in February with winners announced in March. Also planning to work in concert with Climate Smart Communities (representatives joining call) and having an environmental theme. Possibility of adding a 'seniors' category. First tasks include setting parameters for competition and contacting potential sponsors.

- Christina discussed climate crisis as theme
- Wendy asked if there is a way to connect with the "reflections series,"
- Subcommittee to be formed, with first meeting in November

COMMENTS PERIOD/Q&A

N/A

MISC./TABLED BUSINESS

~~— Brochure/Flyer: In V2.0~~

~~— Letter of Support for NYS Hudson Greenway Grant (Historical Society x Tom Shannon):~~

~~Update pending next grant cycle~~

- o Possibly dead initiative; Bard put property up for sale

Movie Nights (Return to table in April 2022)

Townwide Yard Sale Day 2022 (May, date pending)

GCS Graduates Messages of Support Programming

Next Meeting: **October 25th 9am, Zoom**

Motion to adjourn; Tony Second; Amy