

Germantown Economic Development Advisory Committee
Minutes
7/2/2021 at 9am ET at Town Hall

Committee Member Attendance: Sarah Suarez, Wendy Fieser, Ben Davidson, Pippa Biddle,
Tony Albino, Tracy Martin

Guests: Kathy Overington (Library)

Review minutes from last meeting (5/28/21)
Approved; Tony Albino Second; Sarah Suarez

OLD BUSINESS

1. Business list update

Any updates?

- Stregaflorea studio! Pippa to talk to Nikki Pettus about adding her to the brochure, how GEDAC can help, etc.

2. GEDAC Instagram

Any updates? Jeanette and Wendy introductions and an update on the Instagram Takeover guide (Best practices, permissions, guidelines, and hashtags).

- Pippa Working on takeover guide
- Keep working on promoting Moana movie night (first movie night)

3. Outdoor Movie Nights for Summer 2021

Updates on Summer Movie Night Collaboration with Germantown Library, focused on the July 10 date. Movie Night Dates: July 10, August 7, September 4

- People who will be there: Tracy, Jeanette's son-in-law, Tony will try,
- From the Library: Devon, Katrina
- Popcorn? – Need to borrow from Alder or from Palatine Manor. Wendy asking.
- Katrina is doing posters
- Next Steps: Tracy will follow up with Katrina re printing movie posters to hang up

4. Additional Summer 2021 Events Update

- July 22nd – Conversations with: Author's event
- Parks commission is talking about revisiting the witch walk (for October)
 - Amy
- Library history walks – July 14th and then through the summer. On the Library website.
- Tuesday, July 27th Empire State Ride through Germantown – bikers in the area between 8am and 12pm.
 - Means a ton of people coming through biking, will share to businesses. Sarah is waiting on the route and some final details.
- **Next steps:** Keep posting on Instagram and look at the Library calendar to see events.

5. Business Resources Programming

Update on making the previously created doc accessible online.

- Tracy created google drive to use as a committee resource that will now be our resource for minutes, agendas, posters, etc.
- **Next Steps:** Continue brainstorming on this

6. Connecting with Dollar General

Ideas and updates on connecting with our newest big business.

- Wendy went over and wasn't able to connect
 - Tony and the Fire Department hasn't received more info about a potential donation to the fire department in response to the propane incident.
 - Library was turned down for summer reading grant.
 - **Next Steps:** Remove from Agenda
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- Also – any update on the diner? Nope. But when they open what can we do to help push them forward? Welcome, raise profile, welcome package, etc.
 - Talking about how we can use Instagram to promote more businesses, organized sales, etc. Also direct people towards the park.
 - Could GEDAC get an intern to do things like Instagram in the future?
 - Library has struggled to get volunteers from GCS and Bard, so not as easy as just asking for people.

NEW BUSINESS

1. Community Initiative: Messages of Support for GCS Class of 2021 Valedictorian and Salutatorian

Update

- Updated to recognize students in other ways, so bumping to next year
- Idea from Wendy for a scholarship
- Tracy – we need to set up a meeting with the school (new superintendent Ben Bragg?) before it restarts in the fall to talk through partnership opps. Internships? Scholarships? Apprenticeships?
 - Tony – hard to get people to show up, to commit, etc.
 - Ben – talking about the film program at his HS in Lake Forest and how he was able to put in time to get to paid gigs and really became a part-time job.
- Tracy also – she has been contacted by COARC for adults with disabilities. Going to try to use one person in the Laundromat.
 - Wendy also had someone come and had some challenges because of the limitations on the work they could do, but he was great, always showed up on time
 - CATHY (Check name) from library – her daughter worked at COARC for 19 years and couldn't get a job in the community but was able to work with them. Finally got a job at Burger King and then Walmart gave her a chance and she was able to work full time. Case study for how it can work well.

- Tracy – think through the “hubs” GEDAC is involved in (ex. Community Events, Jobs promotion and training, Local Business Support) and how we can use GEDAC as a way to further these initiatives. Simple communications, newsletters, etc.

2. Selection of an Acting Chair for GEDAC (July 2021-October 2021)

- **Next Steps:** Pippa will email everyone again about this.

3. New Meeting Times

- **Next Steps:** Pippa needs to look at Survey and then will email out.

COMMENTS PERIOD/Q&A

MISC./TABLED BUSINESS

- October 2021: Writing & Arts Competition 2022
- Brochure/Flyer: In V2.0
- Letter of Support for NYS Hudson Greenway Grant (Historical Society x Tom Shannon): Update pending next grant cycle
- Townwide Yard Sale Day 2022 (May, date pending)
- **GCS Graduates Messages of Support Programming**

Next Meeting: pending Survey results

Motion to adjourn; **Ben** Second; **Tracy**