

Germantown Economic Development Advisory Committee
Minutes (DRAFT)
10/25/2021 at 9am ET on Zoom (See Germantownny.org for meeting link)

Committee Member Attendance: Jeanette Nesel, Tony Albino, Tracy Martin, Ben Davidson, Pippa Biddle

Guests: None

Review minutes from last meeting (9/27/21)
Approved; Tracy Martin Second; Tony Albino

OLD BUSINESS

1. Business list update

Any updates?

- Dec 4th Quittner Warehouse opening on 9G
- No others

2. GEDAC Instagram – Takeovers

Updates on subcommittee progress towards coordinating Instagram Takeovers.

- Tracy Martin update: more stuff is coming, but we've drafted up guidelines 1-pager and an email template for outreach. Goal will be to reach out to businesses individually with the invitation to take part. Laundromat will go first to give us example posts we can share with people.
- Wendy Fieser (Isn't on, but did reach out to the school about bringing in interns to help manage it for us. Perhaps in partnership with a class specifically so we have a teacher helping to coordinate from the school.)
- Pippa has also discussed Intern concept with Bard employment office. Would require GEDAC to submit a job description. They are also interested in a panel-style event with Germantown businessowners.
- **NEXT STEPS: Tracy to do first takeover on behalf of the Laundromat. This will be the 'sample' for future.**

3. GEDAC Instagram – Intern concept

Update from Pippa on conversation with Bard about interns. Also discuss possibility of a rotating internship program in partnership with a specific business or media-oriented class at GCS.

- Rolled into #2

4. GEDAC Instagram – Voter Education and Awareness posts

Discuss using GEDAC Instagram to inform Germantowners of all candidates in upcoming November elections.

- Jeanette: weren't we going to post a link to breakdowns of all of the candidates
- Ben: Raising that our brevette is economic development, which doesn't necessarily include voter information
- Pippa: seconding Ben. Link makes the most sense. '
- General comments on how the Instagram is a GEDAC insta, not a town notice boards.
- **NEXT STEPS: Tracy will follow up with Wendy re a "remember to vote" post with link to candidate info**

5. 9/9G Sign Project

Update from Tony Albino on the conversation with the town about a sign promoting hamlet businesses on 9G/9

- Tony Albino emailed Rob Beaury re a sign on 9 or 9G and Beaury said he is happy to consider it, but there is some info we need to get them: cost, location, style, budget, etc.
- So we can put together a proposal to the town for such a sign.
- Jeanette: Suggestion – start with something permanent and ask Rob about zoning limitations, codes, etc.
- Pippa: Max size is 10 sq feet
- Tony: And we need to clarify the style, etc.
- Tracy: Before our next meeting, why don't we do research on what other towns have done and share pictures, images, etc.
- Tony: Do we want a banner across 9G for the holidays?
- Pippa: Concern that a retail-focused banner may not be inclusive of non-retail businesses
- Tracy: Hesitant to put money into a sign this year when we're in an in-between
- **NEXT STEPS: Committee members bring sign ideas, with visual examples, to next meeting so we can create a proposal. If possible, send to Pippa prior to meeting to include in Agenda.**

6. Business Resources Programming

Updates on reaching out to GCS and Tony Albino's jobs program.

- Any update on jobs program?
- Tony: contacts at GCS have said they want to do it but have not heard back from them. Tony will reach out to them again about next year to see if we can get something going.

7. Writing & Arts Competition 2022

Updates from CSC reps and Pippa Biddle on Writing & Arts Competition 2022 including timeline objectives, etc.

- Pippa: working on prompt and background info for the writing and arts competition
- Tracy Martin and Rose Wax working on behalf of Climate Smart Communities to make sure the prompt fits the criteria for CSC's goals. Conversation needs to be centered on "adaptation," which is the CSC theme.
- Tracy is hoping to hear from Wendy about what and how climate change is discussed in the school so we can appropriately calibrate.
- Pippa: prompt will likely take a few diff forms
- **NEXT STEPS: Finalize prompt and coordinate with GCS**

NEW BUSINESS

1. Fall/Winter 2021 Events

From Halloween to Holiday Luminaries, what events are happening this fall and winter and how is GEDAC supporting their execution and success?

- school is doing trick or trunk and walk to library with movie screening on the Saturday of Halloween
- for Dec: no official holiday stroll as of right now. Parks working with Rob Beaury to nail down luminary date of Dec. 11th with 12th as rain date.
- Luminaries will be led by Parks again, but trying to incorporate more people into carry the weight of set-up and take-down.
- So luminaries happening, a formal walk probably not.
- **NEXT STEPS: Will be looped into Luminary planning**

2. “Germantown Hires”

Pippa Biddle had a conversation with the Bard careers office. They are interested in opportunities for collaboration.

- Pippa add notes here about conversation with Bard careers office about panel 2022, and then also communicating about job opportunities with Germantown businesses so we can build a link between Germantown businesses and the Bard employment office.
- Tracy: Maybe we can change the aroundgermantown.com website to be more business/employment focused?
- **NEXT STEPS: Pippa will Invite Billy Kimmel about joining the next meeting**

COMMENTS PERIOD/Q&A

- Tracy: Lions Club email went around about Apple Fest, and the feedback is that it will take over a year to book vendors — so if we met this spring we’d be planning Apple Fest 2023.
- Pippa: Who are these vendors who would be booked?
- Tracy: In the past they’ve done it with climbing walls, etc. Larger scale than what we’re thinking...
- Jeanette: Red Hook apple fest started organically and then grew. Music on a stage, vendor booths. Etc. But if we started again organically we can grow to that point.
- Tony: In his opinion would require dedicated committee to deal with that that can work on it over time and be committed to it, building institutional knowledge, etc. The Lions Club has run into the problem of people needing to step down and a loss of institutional knowledge, so we want to be able to think long-term to avoid that outcome.
- Pippa: building small and growing sounds like the most sense, and based on the numbers from the past apple fests they were losing money on much of the “big” stuff like the climbing wall
- Tracy: Perhaps a chance to pair with witch walk?
- Tony: Need new people because you can’t just have the same 8 people working on everything.

- Tracy: So do we meet now or in Spring?
- Tony: Maybe early winter so it's not waiting too long but not mixed up in the holidays?
- **NEXT STEPS: Plan a meeting to set parameters and talk about bringing more people into the conversation.**
- **Tracy idea:** town should have 1 day a year where committees are set up for people to learn about local committees and how much in town that we all love is done by local volunteers — and how they can be on one!
- **Ben:** Let's use local events we're already doing to educate people!
- **NEXT STEPS 2: Add to agenda follow up for apple fest convo for February and discussing ways to attract more people to join local committees.**
- Jeanette: Could the apple fest be added onto the farmers market in 2022?
- Tracy: Maybe! Yeah! Could be close to the end of the Farmers market.
- Tony: Putting together a calendar for the fire company to raise money for the fire company. Wants to get it into the stores.
- Jeanette: next fire dept. food fundraiser?
- Tony: Usually do 2 per year. And wants to find more ways to build connection between fire dept and our growing community.
- Pippa: grew up with Chili nights, ways to connect families with fire dept. having the trucks out.
- Tony: It's my goal to create more connections, events, and raise money, as well as to recruit new firefighters — but first things first and that's to stabilize our fire dept through fundraising starting with the calendar project.

MISC./TABLED BUSINESS

Movie Nights (Return to table in April 2022)

Townwide Yard Sale Day 2022 (May, date pending)

GCS Graduates Messages of Support Programming

Next Meeting: **November 22nd, 9am, on Zoom**

Motion to adjourn; Ben Second; Tony