

## Germantown Economic Development Advisory Committee

### Agenda (DRAFT)

11/22/2021 at 9am ET on Zoom (See Germantownny.org for meeting link)

Committee Member Attendance: Jeanette Nesel, Tony Albino, Pippa Biddle, Benjamin Davidson, Amy Davison

Guests:

Review minutes from last meeting (10/25/21)

Approved; Tony Albino      Second; Ben Davidson

## OLD BUSINESS

### 1. Business list update

*Any updates?*

- Quittner Warehouse opening Dec. 4<sup>th</sup> – everyone invited!

### 2. GEDAC Instagram –

a. *Takeovers Update — who's next? ([See here for related documents](#))*

- i. Tracy did the first one for the Laundromat. It will serve as the template for others along with the documents.
- ii. Start with GEDAC members to be the next two (Jeanette and Wendy)
- iii. Pippa then wants to invite Lawlor to do
- iv. Amy willing to jump in in the Spring
- v. Will use the GEDAC email for the calendar.
- vi. **NEXT STEPS:** Tracy will email out calendar so we can schedule ourselves in to start

b. *Voter Education and Awareness posts (Recap)*

- i. Tracy – it was a struggle to find information that was unbiased to share, and the different candidates didn't have information available
- ii. Pippa – so in the future remind people to vote, but leave candidate info out
- iii. Tony – agreed
- iv. Amy – struggled to understand propositions, so maybe info on that?
- v. Tony – Danger of us coming off as biased on propositions
- vi. Tracy – can't the town have such information available?
- vii. Amy – agreed
- viii. **NEXT STEPS:** Jeanette will contact Pres. Of League of Women Voters about voter info. Then let gov changeover happen and start conversation fresh.

### 3. Collaborations with GCS

a. *Update on internship program concept ([see intern request form draft](#))*

- i. Tracy updateing on conversastions with the school with Wendy. They approved the internship form with two small edits (additions of approvals), and so next convo will be about implementation
  - b. *Updates on Tony Albino's jobs program.*
    - i. Tony – starting December 10<sup>th</sup>. Has people lined up for the new year as well to talk about different career paths. Kids are most interested in healthcare and finance so has been lining people up in those areas.
    - ii. Tracy – process?
    - iii. Tony – these are seniors, about 30 total between two classes, and they meet and hear from professionals and get to ask questions
    - iv. Tracy – is this a GEDAC program?
    - v. Tony – no, the internship will be GEDAC, this is educational.
    - vi. Pippa – so can we move to old business?
    - vii. Tony – yep, and can alert them that there's an internship program.
    - viii. Tracy – can see a link, though, because it's local jobs.
    - ix. Wendy – seconding the link.
    - x. Ben – Tony running program, but can be pipeline for GEDAC so we should hear updates.
    - xi. Continued conversation...
    - xii. **NEXT STEPS:** Move to old business, with door open for updates
  - c. *Writing and Arts Competition 2022 – updates from CSC/GEDAC reps*
    - i. Tracy – latest is sharing the prompt. They liked it. Next step is back and forth between CSC and GCS with Garrett, an English teacher, to try to find a process to share the prompt formally and to structure a way for teachers in English, science, and arts to support and work into curriculum.
    - ii. Wendy – Devon the guidance counselor will also be introducing it to the science dept.
    - iii. Tracy – so now looking at how to roll out
    - iv. Wendy – Principal is supportive
    - v. Pippa – so ready for sponsorship drive?
    - vi. Committee agrees to maintain \$50 min sponsorship in cash or in-kind.
    - vii. **NEXT STEPS:** Pippa – will be doing the reach out between now and FEB so names can go on the poster. Wendy and Tracy continuing to work with CSC and GEDAC to

#### 4. 9/9G Sign Project

See [HERE](#) for inspiration/example images submitted by GEDAC members

- I. Tony – need to be conscious of the size, speed of people coming by, etc. Purpose is to direct people for shopping or food. List individual stores or no?
- II. Wendy – no
- III. Tracy – tried to brainstorm generics
- IV. Ben – this sign can show what we value as well as what we advertise,
- V. General discussion of what to include and not include with all of committee
- VI. Wendy – what's the story with municipal signs about libraries and post offices?

- VII. Ben – nervous that whatever request we put in is going to be winnowed down anyway. Would rather propose something a bit bolder
- VIII. More conversation about what would be on it that bridges between naming businesses specifically and being hyper general: food, shops, dog park,... etc.
- IX. Tracy – maybe if we decide on how many things we CAN include
- X. Tony – so let's limit to 6 things and then go from there
- XI. Wendy – what about those signs with the 6 general things and then the hanging individual signs below it
- XII. Ben – that was the kind I was thinking as well...
- XIII. General conversation
- XIV. Talking about legalities of posting, sizing,
- XV. **Next Steps:** Pippa will talk to Pops about whether renting out the side of the building would be considered. Tracy to create voting sheet for words on sign

## 5. Business Resources Programming

*"Germantown Hires" x AroundGermantown.com Update*

- I. Billy can't be on
- II. Motion to table until 2022 when Billy can be on
- III. Motion: Tony, Seconded: Ben

## 6. Winter Glow Celebration - December 11<sup>th</sup>

- a. *Review and/or approval of [business outreach email](#). Additions?*
  - i. Approved, **Tracy will send from GEDAC**
  - ii. Will give deadline to submit things to promote to (Dec. 5<sup>th</sup> for Holiday Glow) and anything post that we will try to post
- b. *Luminary volunteer updates*
  - i. Tracy – email to neighborhood captains will go out today
  - ii. Thank you Amy for helping put the kits together for folding
  - iii. Wendy – there's interest at Palatine manor in helping with the folding!
  - iv. Tracy – very helpful! Can I point people to you for contact
  - v. Wendy – Yes!
  - vi. Jeanette – where do we still need volunteers?
  - vii. Tracy – you're on for lower main as a volunteer, you just don't need to be a captain.
  - viii. General discussion and updates. Creating greater efficiency.
- c. *Santa's Mailbox*
  - i. Tracy – threw it out to the team and no one took it on. Biggest ask is talking to Jim Lawlor about reading the letters
  - ii. Wendy – can ask him. Also, a Santa Claus individual on Palatine may be interested if Jim isn't?
  - iii. **Next Step:** Wendy will talk to Jim.
- d. *Fundraising Flyer*
  - i. Tracy – kind of confusing and still navigating what falls under who. Last year Beaury donated \$1k to cover everything. Didn't get that this year, so need to figure out how to raise some money to cover the costs. In Iowa everyone pays for their own.

- ii. Pippa – idea of tip buckets along the route “Do you like this? Support it next year!”
- iii. Tony – will be selling calendars for the fire department and don’t want to be asking for money in too many places. Tip bucket would be non-specific, where calendar is specific.
- iv. General conversation about future fundraising planning. How to collect money. Keeping any fundraising in well-lit high-traffic area both for collection and security.
- v. Tony – has anyone approached the town for funds?
- vi. Tracy – good point. Just assumed the answer is no.
- vii. **Next Steps:** Tony will reach out to town about money
- viii. Jeanette – for the future, have people reached out utilities and bigger co’s like GTEL or Stewarts for sponsorship?
- ix. Tracy – good point
- x. More conversation. Amy idea of “this section sponsored by” for next year with bigger sponsors.

**7. Apple Fest 2023**

*Arranging Feb 2022 planning meeting*

- I. Will bump to setting date in Dec. or Jan

**8. Committee Recruitment Initiatives**

*Event, Flyers, etc.*

- I. *Table to 2022*

**NEW BUSINESS**

**COMMENTS PERIOD/Q&A**

**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: **Jan 24, 2022 9am (on zoom or in person? – based on town regs)**

Motion to adjourn; Ben      Second; Jeanette