

Germantown Economic Development Advisory Committee
Minutes (DRAFT)
2/28/2022 at 9am ET on Zoom (See Germantownny.org for meeting link)

Committee Member Attendance: Amy Davison, Pippa Biddle, Jeanette Nesel, Tony Albino, Tracy Murrin (Not present: Ben Davidson, Wendy Fieser)

Guests: Town Supervisor David Helsley

Review minutes from last meeting (1/24/22)
Approved; Tony Albino Second; Amy Davison

WELCOME

Welcoming guest Town Supervisor David Helsley, introduce ourselves and GEDAC.

- Committee introducing themselves, their businesses and/or roll in the business community, and they we are part of GEDAC

OLD BUSINESS

1. Business list update

Any updates? Connection with Hudson Harvest? What is the protocol for keeping track of people to add to the brochure to streamline process in future?

- Pippa to follow up with Wendy re Hudson Harvest
- For keeping track: add a column to the business list that will show if they are in the brochure or not.
- Last version was printed Dec-ish 2021.
- Also add “no email” list in a sep. column.

2. GEDAC Instagram –

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

- Quittner did a takeover
- Jeanette will be next, late April
- Not just about GEDAC businesses, asking Stu to do one for Lawlor’s
- Will have to recruit actively

b. Voter Education and Awareness posts (Recap)

- Jeanette and David connected over the voter education and awareness posts.
- David – makes sense to have a link on the website with candidate information.
- GEDAC could then share.
- Jeanette has also connected with League of Women Voters who has moderated several candidate boards or conversations, which is a potential for future events.

3. Collaborations with GCS

- a. *Updates on internship program concept (see intern request form draft)?*
- No updates for now.
- Combine with #4

4. Writing and Arts Competition 2022 – updates from CSC/GEDAC reps

a. Updates on Sponsorships and Timeline

- W&A Comp email went out, have connected with teachers
- Poster being finalized
- Over \$1800 raised from many local businesses (\$50 min sponsorship)
- Tied to Earth Day now as we'll be announcing winners on earth day (see new business)
- Timeline for comp was pushed back. Launch will be first week of March, due Apr 1st.

5. 9/9G Sign Project

Pops pitched? Winning words?

- Pippa to speak to Wendy about Pop's
- David: definitely have to be careful with the state road

6. Apple Fest 2023

Updates?

- Tracy: We had a meeting including new participant, The Lion's Club, who were the leaders of it in the past. Left the meeting with the sense that if we bring it back we don't want it to be too overwhelming or big. Different orgs and committees would take different pieces. Lion's Club – Baking. Library – activities. Parks – Witch Walk. Each would be an independent project. No parking fee. No entrance fee. Up to each club/committee if they want to have a item for sale/for fee (example, a few bucks for the Witch Walk).
- Tracy: Question for this group: Is there something GEDAC wants to be involved in? Food/alcohol liaison possibly? Live music?
- Amy: Was also at meeting. Big benefit is each group being in charge of finding their own volunteers.
- Tony: Parks is a 501c3 so can take in money, but there needs to be some sort of superstructure overseeing it. Vendors? Tents? Trying to make it weather proof.
- Pippa: Have people done case studies? Opportunity to learn from what others are doing well for the pieces of the puzzle.
- Amy: Yep, that's the idea is to have an overarching committee but then individual groups doing booths, food, etc.
- Tony: And key is that it is free.
- Talking about potentials like soap box derby, mentioning the importance of having insurance.

7. GEDAC Statement of Purpose

Reviewing suggestions from working document with goal of proposing a new statement of purpose for GEDAC.

- Thank you to everyone who added something.
- Going to take a few days to reflect. Will make the top item in our next meeting.

NEW BUSINESS

1. Yard Sale 2022

Is there a date yet?

- There isn't a date yet. How is it decided each year? Fairly arbitrary
- Someone needs to talk to Billy to set the date.
- David: 2nd Saturday of May? The 14th?
- NEXT STEPS: Tony to reach out to Billy.

2. Earth Day Event

- **Tracy:** A lot of different groups are trying to plan stuff for earth day (April 22nd) and the Saturday after, the 23rd. Climate Smart Community group trying to roll out events.
 - o CSC is doing rain collection barrels
 - o Christina Bohnsack has been working with artists to paint recycling bins
 - o Possibility of GEDAC doing something — maybe it's the writing and arts
- Pippa: Clothing swap or sale?
- Tracy: Wait for yard sale?
- Pippa: So let's focus on the competition and maybe have
- NEXT STEPS: Pippa to Connect with Katrina re feasibility of the display of winners.
- Tony to David: Is there a way to have banners promoting things like this in the future? Like they have on 3rd street in Hudson.
- Tracy: We have been able to do the Marquee for some things
- David to reach out to supervisor of Hudson to figure out how they are able to put the big signs up and other sign options.

COMMENTS PERIOD/Q&A

- David: thank you for joining. Looking forward to the mission statement because feels it's very important to get out on the website. Expressing thanks for what GEDAC does.

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
- Updates on Tony Albino's jobs program.
- Business Resources Programming: "*Germantown Hires*"x*AroundGermantown.com Initiative*
- Committee Recruitment Initiatives

Next Meeting: March 28th at 9am ET

Motion to adjourn; Tracy Second; Tony