

Germantown Economic Development Advisory Committee
Minutes (Approved)
5/23/2022 at 9am ET on Zoom (See Germantownny.org for meeting link)

Committee Member Attendance: Pippa Biddle, Ben Davidson, Tracy Murrin, Jeanette Nesel, Tony Albino, Amy Davison

Guests:

Review minutes from last meeting (4/25/22)
Approved; Tony Albino Second; Tracy Murrin

OLD BUSINESS

- GEDAC Statement of Purpose

Update from Pippa

- Approved and on the town website
- Moving off of agenda

- Yard Sale 2022 – May 21, 2022

Recap

- Jeanette at Palatine Manor with Wendy. Had table for GEDAC. Very busy in the morning then slowed down.
- Tracy – felt a little less crazy than last year, but busy. No negatives.
- Amy – Heard that in the future it might be wise to post the map on the town website, as it was only promoted through AroundGermantown (posters?)
 - Tracy – town did send out email with map and announcement, but should double check
 - Pippa – did they do marquee sign by palatine park this year?
 - Tracy – not sure they did...would be great to have a town board member on our calls, because it's great to have the connection back to the town to check these things and increase collaboration.
- Tracy – With Helsley: how do the organizations and committees communicate best with the town?
 - Could we have an assigned town board member to keep more on top of events?
- Tony – fastest/easiest is with events coming up us really committing to communicating with the town to make sure it gets up on the website, etc.
- Amy – but it's also not our ballgame, it's Billy Kimmel's.
- Tony – but it's a town event
- Amy – but he really leads the event, makes the map, date, etc.
- Tony – it's collaboration
- Pippa – yes, so it's not our event per se, but we could choose to take more responsibility for communication with the town
- Tony – yes, so we can take more responsibility to make sure the town puts it on the website with the appropriate links, etc.
- Pippa Tabling until 2023 – Jan

- **Writing and Arts Competition 2022**

Recap, focused on prize distributions and funds

- All prizes have been dispersed
 - \$1970 in prizes – Cash and Pop’s Gift Card
 - \$120 dispersed to Quittner for Graphic Design
- **NEXT STEPS:** Email library about breaking down the exhibit and getting the art back to the kid
- Future: Committee member will collect sponsorship checks and then deliver to town hall together
- **Competition 2023:** Spring seems to be the best timing for the competition, so idea of introducing after winter break (January). Deadline in April, and then prizes at end of April.
 - Amy: Timing less important than simplifying
 - Tony: Would be good to get input from students. They may have some very specific themes that they want to discuss, so it’d be great to hear from them if there’s something on their minds. Different grades have different thoughts, for sure, but I’m curious what they’re thinking about these days. Then talk to teachers and come up with some synthesis
- Let’s table until October 2022.

- **Business list update**

Any updates? Also, determining a brochure printing schedule

- No updates
- Tony: Need to dovetail with Karen (Printer), who has donated her time and materials. So need to ask her.
- **Next Steps:** Tony will talk to her. Possibly annually. Also need to confirm the number.
- Tony: If we do annually, would be good to have come out in January, so there are annual versions. If we do this, then we need the new designs by December 1st. Will talk with her about timing, cost, etc.
- Pippa: And we could raise funds by selling photo placements in the future.
- Tony: Will contact her and get the information.
- Jeanette: Will also call around to get an idea of what’s been gone through (ex. At the Columbia Chamber of Commerce).

- **GEDAC Instagram –**

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

- Next up will be Jeanette and the tasting room/visitor center. Will make a commitment to do a take over the 2nd week in June.

- **GCS Internship Program**

a. Updates? ([see intern request form draft](#))

- Pippa – feels pretty stalled out. Anything we should be doing?

- Tracy will reach out to the school counselor again. Seems like people have only been interested in things we can't coordinate (medical), so will reach back out again.
- Pippa: possibly narrow the funnel and have businesses set the parameters – work study vibe
- Next Steps: Tracy to check in with the school

- **9/9G Sign Project**

Pops pitched? Winning words?

- NEXT STEPS: Pippa to Follow up with Wendy re talking to Pop's

- **Apple Fest 2022**

Updates?

- None
- Tracy: Feels like there's a lot on my plate and I'm struggling to wrangle, and I need someone else to step up to that role. Different organizations are responsible for their own things, but there needs to be someone pulling all the pieces together
- Amy: I don't know how this is going to happen in 2022
- Pippa: Wait, I thought it was 2023
- Tracy: Yeah, idea was scaled back for 2022. But it does require someone to be communicating, staying on task, feels like too much
- Tony: Agree with you. I'm swamped.
- Pippa: We're all over-subscribed.
- Tracy: Really wish the town would host a fair for the committees to encourage more people to join. It's the same handful of people doing everything for the town, and committees will fall apart because people are tired.
- Tony: Agreed, it's becoming a real problem. Need to raise awareness of what is going on and how to get people involved.
- Amy: Like career night. Something to get the town to do.
- Jeanette: Continuing this idea – when you have a group of volunteers it's good to recognize them. So what if I go to Supervisor Helsley and propose that we have a “day of recognition” of members of existing committees to raise awareness for what people are doing for the town and will spotlight ways others can get involved.
- Tony: What if we write up a simple brochure celebrating town successes and volunteers? Broader audience.
- Tracy: opportunity for town to support
- Amy: and maybe something in a central location like town kiosk
- Tracy: Or a mailer
- Tony: so we need to design it
- NEXT STEPS: PUT ON AGENDA FOR NEXT MONTH working on a mailer to celebrate committees. ALSO, Jeanette to reach out to Helsley about some sort of town volunteer recognition.

- **Movies Nights 2022**

Updates. Pending final confirmations on dates of: July 22, August 19, September 23

- Dates confirmed with the town and with library
- Final dates are July 22, August 19, and September 23
- Jeanette: Previously when worked with Walkway over the Hudson for movie nights there was interest from healthcare companies to sponsor family events. So someone like them could underwrite the cost of the movie.
- Tony: Dollar General also hasn't done anything
- Pippa: We would also need to go through their website, because the store managers can't do anything
- Tony: Donation to fire department was \$500.
- Tracy: Also, meeting minutes from last time, is that Wendy was going to talk to Devon him helping.
- Wendy: Also them having a table, one on one
- Amy: Willing to go ½
- Pippa: Willing to go with Amy, too
- Tracy: But worth trying the bigger businesses because it's not a big ask
- Jeanette: And we can have secondary sponsors
- Pippa: for popcorn, soda, etc.
- Tony: And a bigger sponsor could commit for multiple years
- Tracy: What about a town voting survey? To advertise the event, sponsorships, etc.
- NEXT: Tracy to reach out to Wendy and Devon to confirm the dates. Tracy to email Pippa about short list for town email. Tracy to follow up with Parks about events in tandem such as boating on the pond.

NEW BUSINESS

- **Town Board Reporting (Bi-Annual)**
 - a. Town wants a biannual report
 - b. Approved doing it in June and in January
 - c. NEXT STEPS: Put on agenda for June Meeting

COMMENTS PERIOD/Q&A

MISC./TABLED BUSINESS

- 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
- Earth Day 2023

Next Meeting: June 27th, 9am

Motion to adjourn; - Second; -