

Germantown Economic Development Advisory Committee
Agenda (DRAFT)
7/25/2022 at 9am ET on Zoom (See Germantownny.org for meeting link)

Committee Member Attendance: [Amy](#), [Jeanette](#), [Tracy](#), [Ben](#), [Pippa](#)

Guests: [Gabrielle Balkan](#), [Amanda Tiberio](#)?

Review minutes from last meeting (6/27/22)

Approved; [Tracy](#) Second; [Ben](#)

OLD BUSINESS

Writing & Arts Comp 2023 w. Guest Gabe Balkan

Discussing ideas and potential partnerships for the 2023 Writing & Arts Competition

Gabrielle updated the group on some initiatives she is working on between the library and Germantown School System :

- *Starting a writing club at the school that will meet once a week for 6 weeks in the fall with 5th, 6th, and 7th graders. Then the hope is in the spring, the older kids will help with a writing club for the younger kids.*
- *Opportunities for GEDAC to come to the school and discuss the Writing and Arts Competition in the fall. Gabrielle is help with any speaking opportunity :*
 - *Writing Club*
 - *Tuesday Tale Readings with the Principal, Beverly*
 - *After School Program*
 - *Assembly*
 - *8am morning check-in — popping into the classrooms*

Feedback from GEDAC to Gabrielle on what worked and what needs improvement:

Challenges:

- *Topic Confusion*
- *Teacher involvement*
- *Low submissions*
- *Getting Seniors involved*
- *School Breaks / Distractions*

What is working:

- *Sponsorship (low entry level)*

Suggestions for next year:

- *Theme : “Why I love Germantown” ??*
- *Adding Photography as part of the arts category*
- *Taking lessons learned from previous “Reflections” ... very simple prompts*

Movies Nights 2022

Recap of July 23rd Movie night, planning for August and Sept.

- *Low turnout — possibly due to extreme heat and the movie starting so late due to sunset time.*
- *Keep in mind for next year that the July movie might be geared more towards adults due to timing?*
- *For next movie: August 27th*
 - *Town Board will send out an email for everyone to vote again (first week of Aug) ... between Sing (or Sing 2) vs Soul*
 - *Ask Town to put out the mobile marquee sign near the gazebo, 3-5 days before movie announcing title, date, time, location*
 - *Send out email blast to GEDAC’s mailing list*
 - *Start movie earlier... like 7:30pm*
 - *Tony and Jeanette (Hudson Valley Malt) will sponsor this movie (\$190 each). Jeanette will try to hand out something “malt” related like milk balls?*

Town Committee Mailer Initiative

Any updates?

- *Jeanette and Tony met with David and he said to send over the blurbs for each of the town organizations and he would look into financing a mailer to go out to the community. Jeanette will touch base again on budget — find out if there is any money to go towards design services, etc*
- *Tracy will draft up a list of all the committees / organizations for GEDAC to review and see if any are missing. Then we can work on a plan to reach out to the heads of each committee / club for a short description and contact information for volunteers.*
- *Maybe Doug Trapp can help put it together?*

Business list update

Any updates?

- *Christina Bohnsack and Lily Hatch opened up a flower stand. Business Name : Homebodies Farms, A small flower and herb farm in Germantown. Stand hours : Saturdays, 9-7pm. Can reach out for special orders and events. @homebodiesfarm.*
 - *Tracy reached out to make sure we have all the correct contact info for town website, GEDAC email list, and next town brochure.*

GEDAC Instagram –

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

- *Jeanette and Amy both had things come up in July ... so they are aiming to do a takeover for their businesses in August.*
- *Mentioned figuring out a plan for posts vs stories... didn't come to any conclusions because basically we need more help on Instagram in general to keep up with it. Currently Pippa and Tracy are the only ones that check and try to post / repost things when they can...*
 - *Need to try and work with the school to find an intern or school program that might be interested in some real life social media experience? Or recruit someone to GEDAC that can make this their main focus.... To be continued...*

Bi-Annual Town Board Report

Update

- *Pippa sent around her draft of the Bi-Annual GEDAC Report and the committee approved before she sent off to the Town Board. Next one will be in January.*

NEW BUSINESS

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
- Yard Sale Day 2023 – Tabled till January 2023
- Fall 2023 - internship program
- 9/9G Sign Project
- Apple Fest 2023

Next Meeting: [August 22nd, 9am](#)

Motion to adjourn; [Tracy](#) Second; [Amy](#)