

ECONOMIC DEVELOPMENT COMMITTEE  
City of Germantown  
October 19, 2023  
Meeting Minutes

MEMBERS PRESENT: Heidi Grant, Tom Winning, Mark Heistand, Mike Kuhn

ALSO PRESENT: Will Parsons, Community Relations Manager; Pat Higgins, Economic Development and City Grant Writer; Judy Gilleland, City Manager; Mary Crockett, Downtown Manager

VISITORS: Reagan Lemke & Kyle Norman, Sweet Rivers; Dominique Tussing, New View Nutrition

**The meeting was called to order by Tom W at 9:04 am**

**Approval of the minutes**

Tom W made a motion to approve the September 2023 meeting minutes; this was approved unanimously.

**Recap of Downtown Redevelopment Plan (DRP) Meeting on 10-18-23**

Tom shared that he felt the meeting went really well. Reagan and Dominique both shared that they were glad they attended and that there were other business owners in the Chamber of Commerce group who wanted to come but were unable.

Judy reminded the group that the document has not been officially approved by City Council as of yet as the plan was to first get the community's unofficial approval.

Mark shared that this is the most excitement and enthusiasm that he has seen in the business community and downtown in a long time.

Judy emphasized to the group that this is a marathon, not a sprint. She further stressed that there will need to be sustained momentum over the next 5-10 years. So, events need to be planned and spaced out accordingly.

**Community Investment Corporation (CIC)**

Pat has been working the past month to see what type of organization would be best. She has consulted with many other cities. She has found that CICs are popular, but there are other types.

Horton Hobbs of Springfield will meet with the ED Committee at an upcoming meeting to talk about their CIC.

Clarity was provided on comments made at the DRP meeting that the City will be looking to match private funds up to \$50,000.

Reagan mentioned that the downtown businesses are already beginning to partner on initiatives, and there could be the potential for a fundraiser to benefit a CIC.

This entity can be created after the ED Committee meets with Mr. Horton. Judy was able to find some money in the budget that will be contributed to this fund, though only for this year. Funds for coming years still need to be found. If the money goes unmatched by private funds, the City's portion will be spent very quickly.

### **Store Flags/Open Signs**

Mike shared an idea for matching flags and signs that could be purchased cheaply so that all the businesses in downtown can have consistent branding. These could be part of a welcome gift to new businesses.

Mike can run and pay for this initiative. He will just need an idea on what the design should look like. Mary will give a concept idea to Mike.

### **New Members to the ED Committee**

Bryce Henson, owner of the Creamery, has expressed interest in joining the ED Committee. The process for doing so has been explained to him. There are a few other store owners that may also be interested. Scott Weidle has some interest in attending some meetings as a visitor.

### **Other Business**

Heidi brought a number of items to the committee's attention.

Firstly, she inquired as to the role of the Mural Committee. Judy let her know that its purpose is to provide funding and to govern the installation of public art. Basically, the Mural Committee will handle the bulk of the approval process, but the City will provide the final approval. Heidi expressed a desire to have all the details ironed out so that art can start being installed.

Secondly, she made everyone aware that there will be temporary wayfinding signs purchased for the businesses on Main Street for the Holiday season. However, the Chamber of Commerce may need assistance in being able to purchase the final signs.

Thirdly, clarification as to the expected process for on purchasing and distributing DORA stickers was provided by Will.

Fourthly, the idea of keeping the Farmer's Market downtown was discussed so as to remain in line with the consultants' recommendations.

Lastly, Heidi also shared that some local businesses had inquired about advertising in the quarterly newsletter. She shared that the publication in Waynesville does so currently. Judy requested to get a copy of this publication for clarification. She shared that the City has to be careful about doing such things.

The prospect of creating subcommittees for some of the identified initiatives was also discussed.

Reagan inquired about 53 W Market St, and wanted to know if the City still owned the property. Judy shared that the City does still own it. However, once the pending environmental study is completed in the near future, the property will be sold to Scott Weidle.

**The meeting was adjourned at 10:35 am**