

ECONOMIC DEVELOPMENT COMMITTEE

City of Germantown

May 20, 2021

Meeting Minutes

PRESENT: Tom Wining, Mark Heistand, Mike Kuhn and Jeff Fannin

ABSENT: Mayor Steve Boeder,

ALSO, PRESENT: Judy Gilleland, City Manager, Kelli Novak, Clerk of Council, Keith Brane, Planner, Francis Jo Hamilton, Heritage Ohio and Pat Higgins, ED Consultant/City Grant

Writer

The Zoom meeting was called to order by Tom Wining at 9:04am

Approval of the Minutes

Pat Higgins stated that Heidi was in attendance but was not listed in the meeting attendance list.

Tom asked for a motion to approve the March minutes. Mike made a motion to approve the minutes as amended, Mark seconded the motion, the minutes were approved.

Business

Tom began the discussion by asking Pat to provide the follow-up on the Buxton discussion regarding McDonald's vs. Gold Start Chili. Dan Bish ran the metric for Gold Star Chili and the same metric results were found. Gold Star metrics showed: rated low in customer count, high in customer ratio and very similar in ideal customer similarity. Pat indicated that she is working with Dan to obtain more information regarding what action steps/procedures are used by cities to pursue new restaurants that reflect similar metrics as restaurants in their area.

In addition, Dan can help with Heidi's question regarding tracking where visitors come from for a sporting event. Dan indicated he would like one event other than the Pretzel Festival to run the metrics on. Members suggested finding a soccer tournament or softball/baseball competition or the twisted pretzel bike race. Judy indicated she had a list of events we could explore.

Heritage Ohio

Tom welcomed Jo Hamilton to the meeting and briefly highlighted the Germantown downtown efforts to sponsor events and build momentum.

Jo Hamilton began the discussion by highlighting her career in the Main Street in Delaware. Jo started as a volunteer who developed programs with other volunteers to sponsor First Friday events. Success was slow but progress was made which resulted in Jo being named the Executive Director of the Main Street Program in Delaware for 10

years. The Delaware downtown is very successful as a result of the community working together to carry out a plan to keep the downtown strong.

Jo is presently with Heritage Ohio and oversees 50+ communities who are participating in the Main Street Program or the Main Street Affiliate Program. Jo coordinates programs and responds to questions raised by the participating communities. Jo encourages communities to be flexible as programs grow.

Jo continued the discussion by reviewing the Downtown Assessment Team – DART, a program which focuses on Organization, Design, Promotion and Economic Vitality. Every community works towards not building a museum but creating an environment people will come to and enjoy. Jo summarized each key point:

Organization – leaders that takes care of the volunteers, mentor new volunteers and monitors the downtown plan

Design – Creates the environment. Are the buildings maintained, are there benches and tables for people to gather, are there trees or planters to enhance the environment.

Economic Vitality – Support existing businesses so they expand in the downtown not in other communities. Recruit new unique businesses to downtown. Encourage businesses to partner and work together.

Promotion – Promotes the unique qualities, characteristics for residents and visitors. This committee works to create a habit for residents and visitors to use downtown. Hold events to retain the people.

The DART program is a two-day program in which the Heritage Ohio team comes into downtown and looks at what works and what does not and works to develop a plan with the community. The cost of the DART is \$5000 but if the community becomes an affiliate, their annual affiliate membership is waived for a year.

Mark indicated when his son went to college in Delaware, they saw Delaware's success. Judy mentioned that Delaware is in a high growth area so that could also help with their success. Jo said the growth can be a challenge because new residents need to be encouraged to visit downtown Delaware, instead of going to Columbus for entertainment.

Jo highlighted potential costs for the implementation of a Main Street program. Jo indicated to start with a paid full-time staff with fringe benefits a budget of \$90,000 would be needed. A staff person works 50 hours a week carrying out the program successfully so a full-time staff member is needed. In Delaware, the staff budget is close to \$150,000 which includes CDBG funding to implement CDBG projects.

Discussion continued with Tom thanking Jo for attending the meeting. Jo offered to participate in future discussions or provide information.

Judy indicated a downtown staff person is needed to assist volunteers in downtown efforts. Tom suggested the discussion continue next month.

Strengths and Opportunities

Tom suggested tabling this effort until next month during the downtown discussion. Pat suggested in the meantime, downtown coordinators in other communities be contacted to discuss their programs. Pat to find out the names of a few coordinators for ED Committee members to call.

With no other business the meeting was adjourned at 10:14am

