

ECONOMIC DEVELOPMENT COMMITTEE
City of Germantown
November 21, 2024
Meeting Minutes

Members Present: Heidi Grant, Tom Winning, Mark Heistand, Bryce Henson, Mike Kuhn, Ken Tudor

Also Present: Will Parsons, Community Relations Manager; Pat Higgins, Economic Development and City Grant Writer; Judy Gilleland, City Manager; Mike Roseberry, Property Maintenance Officer; Amanda Smith, Downtown Event Coordinator

Visitors Present: Mike Hafner, TEC Engineering; Sarah Singer, TEC Engineering; Katie Hall, Green Heron; Hedy Riegler, Hedy & Co.

The meeting was called to order at 9:06 am

Approval of minutes

The October 2024 meeting minutes were approved.

Review of Traffic Study

Mike H went through the study done on the downtown core, as was requested. The focus was mainly on Market St.

- TEC looked at existing traffic control first to see if the existing signals were warranted.
 - They were, which means that federal money could be available for signal improvements.
 - 3 options for altering the current setup were next examined, however it was found that the existing configuration was optimal. These other options would lead to higher rates of emissions and noise.
- TEC next looked at how to improve the pedestrian environment and lower speeds.
 - The study includes multiple options for this, keeping in mind the types of vehicles that are regularly present in the downtown area.
 - Option 1 – Painted curb extensions at intersections
 - This would increase parking lane size and put new, solid painted lines at parking spots instead of the existing “T’s.”
 - The painted areas can be done so artistically.
 - Mike H noted that there does need to be at least some sort of small, physical item to stop vehicles from going into the painted areas.
 - Option 2 – Curb extensions at mid-block intersections
 - This would take the painted areas from Option 1 and make them full bump-outs.
 - There would be complete bump-outs at the intersection of Market and Main, smaller bump-outs at Market and Plum as well as Market and Cherry to accommodate the larger vehicles which frequently turn here.
 - These bump-outs could also be decorated or used for seating. They would also create narrower crossing lanes for pedestrians.

- The trade-off is that there would be smaller turning radii and a loss of some parking.
 - The City would also need to be mindful of the alleys when constructing bump-outs.
- Option 3 – This would be the largest narrowing midblock as well with physical bump-outs. This would maximize pedestrian walking area but lose the most parking spaces.
 - There would be similar options available for Center St. The existing narrowness of Center St. does however already have a significant calming effect.
- Ken asked if Dupps was kept in mind in this process. Mike H said that the design was meant to accommodate Dupps.
- Ken further asked if there was consideration for which intersection would be most cost effective. Mike H responded that not necessarily, but that the intersection at Main and Market would be the most logical to start with.
- Cost of each option:
 - Option 1 - \$101,000
 - Option 2 - \$1,258,000
 - Option 3 - \$2,380,430
 - Note: All estimated costs are for the full project; these projects could be broken down if the City only wants to address certain parts.
 - The City will also need to keep ODOT's schedule of re-paving in mind. It would be best to sync up the City's changes with the painting done by ODOT. Anything that is put down now would get torn up by ODOT.

Mike H then briefly went through the previous road safety study conducted on Market St. in 2018. This study looked at the condition of sidewalks, potentially narrowing lanes, a need to look at traffic signals for improvements, and changes to be made for pedestrians at signals. It was done through grant funds received from ODOT.

- Having the previous study, this current study, and the Downtown Redevelopment Plan makes the City very competitive for grant opportunities.

Dave asked if the painting was done now, would ODOT repaint it the way they found it. Mike H said that this was a possibility. Mike H also shared that they are currently looking into a grant dealing with cyclist and pedestrian safety.

If the City can come up with local money, the intersection at Market and Main could be done with the paint option to start. Judy explained that all project options would be years down the line before they were fully completed.

Bryce inquired as to the types of data utilized by TEC for their study. Sarah said that they make use of a program called "Street Light" which makes use of cell phone data to track routes, traffic volumes, and census data. It does not get too specific in order to protect people's data. Mike H said that ODOT would give Germantown access if requested. In regard to the trends seen in this data, Mike H said that narrowing the roads would not affect trend times, it would only slow down speeders.

Mark H mentioned that we will want to look at what economic impacts that altering the traffic pattern in order to get people to come downtown more. Sarah mentioned that 4-way stop could actually cause more danger for pedestrians.

Mike K asked if we need ODOT approval for a raised crosswalk on Market St. TEC said they did not think so.

The group then briefly discussed 1-way street possibilities and how the new school will impact traffic. Tom asked for logical next steps. Judy said that we should start with one intersection with the painted option. We will need funding. A professional company would do this work.

Mark H mentioned that Miamisburg did a painted bump out recently on Central and Main, so they could be a resource.

TEC then stated that there could be things done at the existing traffic lights in the downtown to better adjust them to traffic patterns in order to make them more responsive. Judy then requested proposals for striping layout and looking at making the lights more responsive, especially during off-hours.

Recruitment of Businesses

Mike K discussed some of the potential difficulties involved with putting a business park in Germantown. He also mentioned that there is not much land left to be developed downtown. There is some land near Route 4. There is also an existing industrial park near Route 4, but it faces challenges.

Dave was thinking that with Germantown being halfway between Dayton and Middletown, how we can get businesses or groups to cut their commute between the two and set up here. Dave was also thinking that there would need to be a private developer to be the one who developed a business park. Perhaps tax abatements could help make it attractive to a developer. He thinks we should talk to Dupps to see who their partners are and see if there would be a way for those companies to come to Germantown. Judy said that a sub-committee could be formed for this.

Pat said that one thing that needs to be tackled is showing how conveniently located Germantown is to Dayton and Cincinnati. She thinks it is a perception issue. In regard to the business park, Pat mentioned that depending on the zoning, the City would not be able to limit what sort of businesses were to come in. Zoning laws would need to be changed in order to restrict certain commercial businesses.

Katie mentioned a community in Michigan that is similar in makeup to Germantown in that they are also a "bedroom community." A strategy they implemented which has seen great success was to offer big incentives for tech companies to locate there, as these types of businesses do not generally take up much space commercially.

The group transitioned to discussing residential over commercial and how there is a big push for that in places like Over the Rhine and Dayton.

Heidi brought up the fact that there are not currently any businesses that cater to hikers that are visiting the MetroParks. Pat said that a proactive real estate agent in the region needs to educate potential business owners and those looking to purchase property as to what Germantown has to offer in the way of this.

Bryce talked about an app called "Placer AI" which can tell users where people are coming from (e.g. a business could tell from what cities/areas their customers are driving from). He also talked about boosting Facebook posts in the cities where people are coming from for football games.

The group further discussed the potential for an outdoors focused business. A business recruitment sub-committee was then formed consisting of Heidi, Dave, and Mike K.

Introduction of Amanda Smith – Downtown Event Coordinator

Amanda introduced herself and shared a bit about what she has been working on:

1. Meeting business owners
2. Looking at what sorts of events could be brought to Downtown
3. Strategizing on what sorts of demographics we are trying to attract
4. Planning events for 2025, looking at some new and some enhanced
5. Creating an event calendar for local businesses which will go on the website
6. Assisting with the Germantown Jingle
7. Working on social media and bettering engagement with users
8. Creating a new logo for Downtown Germantown
 - a. Amanda then distributed a handout regarding the logo with some mockups and notes (attached at the end of the minutes). Opinions from the group were then solicited. Amanda stated that the logo would mainly be for marketing uses online. She also stated that the logo should exude originality and also highlight the historic nature of Germantown. It also needs to show up well when small and in black and white.
 - b. Bryce mentioned that it may be desirable to have a logo with multiple configurations, perhaps one round and one less round. Mike K said that options 2 and 3 on the sheet would allow for easy reconfiguration. Mark thought it may be a good idea to limit the number of buildings that are on the logo. Dave added that limiting the number of colors will make it easier to put on shirts. Katie then added that she has been seeing many logos recently where the font is the logo. An option using this method for Germantown could incorporate images of local buildings as letters in "Germantown." Katie said that she would help Amanda with developing the logo.
9. Met with the organizers of the Farmers Market
 - a. They are looking to make it a bigger event and move to a once a month schedule. There were talks of moving the location to Veterans Park.
 - b. Mike K mentioned that there have been people that want to see the Pretzel Festival moved back downtown from VMP. He thinks that the market should be kept downtown to promote density on weekend mornings. Heidi agreed with Mike K. She feels that downtown is a more mutually beneficial spot for the community. She then mentioned finding sponsors to purchase canopies for vendors that can't afford their own.
 - c. Mike K stressed the importance of making Center Street the "event block." Judy emphasized that for this to truly happen, the block needs to be made more aesthetically pleasing and prettier. She also said that the City will pay some money to have live music played at the Farmers Market. The group further discussed pros and cons of different locations where the market could take place.

- d. It was decided that it would remain on Center Street. The group also decided to rename the event the "Center Street Market" so that it would not be limited to just produce.

Other Business

Ken and Dave are going to work on the downtown, 10 minute parking project, which was approved by City Council. There is a subcommittee for this project. Judy emphasized that the first steps will be to decide where the spots will be located before further specifics are addressed with the businesses.

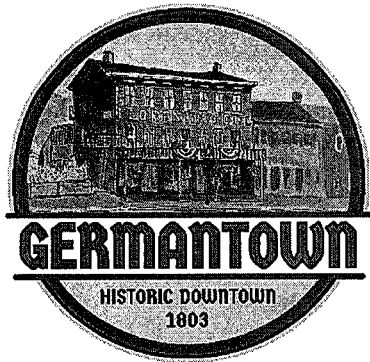
Meeting adjourned at 11:15 am

Logo for Downtown Germantown

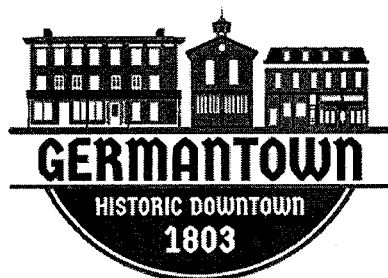
NOTES -

We need a clear image but not "clippy" in look and feel, something to portray the historic value of downtown, and for the logo to look clean and clear when made in black/white.

1. **Watercolor version** - we like the artsy-ness and pop of colors to it, but wondering if it may not look clear when printed



2. **Clippy version half circle** - missing originality

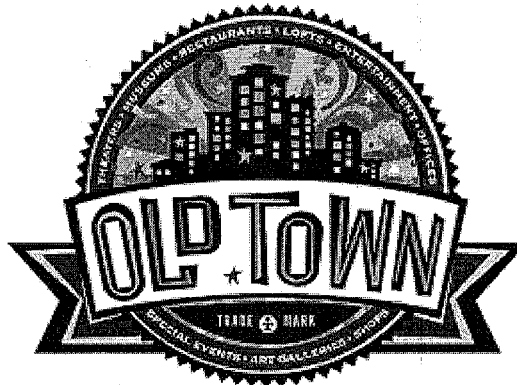
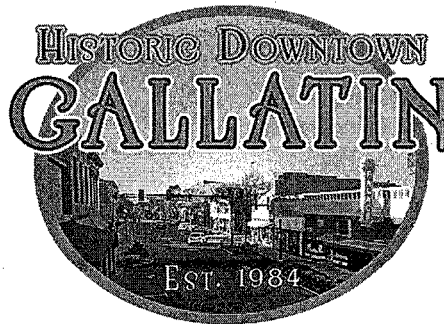


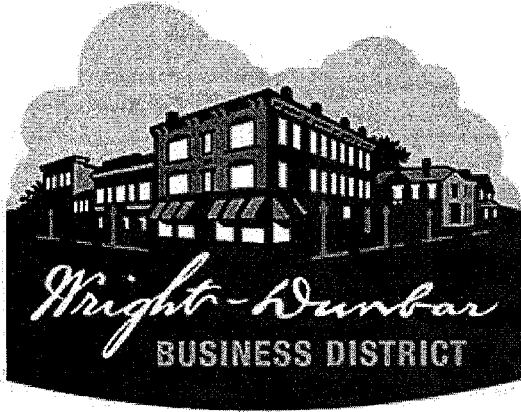
3. Clippy version full circle – missing originality

D



INSPIRATION LOGOS





* LIVE THE LEGACY *