

ECONOMIC DEVELOPMENT COMMITTEE
City of Germantown
February 20, 2025
Meeting Minutes

Members Present: Tom Winning, Mike Kuhn, Dave Eshbaugh, Mark Heistand, Bryce Henson

Staff Present: Will Parsons, Community Relations Manager; Mike Roseberry, Property Maintenance; Judy Gilleland, City Manager

Also Present: Katie Hall, Nina Allen, Paula Dytko

The meeting was called to order at 9:00 am

Organization

Tom W was nominated as Chairperson, he was approved unanimously. Mark H was nominated as Vice-Chairperson, he was approved unanimously as well. It was decided that the meeting date and time would remain the same (3rd Thursday of the month at 9:00 am).

Approval of Minutes

The meeting minutes from the January 2025 EDC meeting were approved.

Business

Introduction of Paula Dytko: Paula Dytko, of Paula's Paranormal Project (P3) provided the group a brief overview of her professional background and involvement with other communities. She first began making connections in Germantown about a year ago through Mary Crockett (former Downtown Manager). Paula currently has an upcoming event with Alleyway Cafe and has been thinking of other possible events that could be held in Downtown Germantown. She shared that there is no cost to working with her; her customers would pay her directly for tickets. She hopes to work with the Historical Society of Germantown to gain a fuller understanding of the local history. Paula has blocked off a weekend in August (Founders Day) as well as the weekend of the Pretzel Festival to hold tours in the downtown.

Introduction of Nina Allen: Nina is the new Director at the Historical Society of Germantown. She recently met with Amanda Smith (Downtown Event Coordinator) to discuss ways the Society could partner with the City on events, such as Founder's Day. Nina is hoping to help make the Society more accessible to the community.

Mike K briefly touched on creating a nonprofit to help ensure that the local students are able to be bussed to the Historical Society for educational events. Dave added that all field trips, except those privately funded, have been cut.

Mark H shared that the first Sunday in May is Opening Day, which is the Society's first event of the year. It is from 1-3 PM. The group then discussed some items of local history and local historians.

Market Street Striping: Dave met with Chip Wirrig (Public Service Operations Manager) to work on this project. He shared a photo and plans with the group that showed the proposed striping on Market St stretching through the 3 main intersections of the downtown. This striping would thin the road as well as create "bump outs". The group discussed ways of adjusting the plans to potentially free up a few more parking spots, as some would be eliminated with the new striping. The narrowing effect will be by 2 feet total. The group also discussed ways of shortening the length of the crosswalk at Main and Market.

The committee was good to move forward with the plan provided it was re-evaluated to see if any more parking spots could be freed up. It was previously approved by City Council. Judy made it clear that any businesses that will be losing spots in front of their building will have a personal conversation with the City beforehand.

Summer Events: Will asked for thoughts from the group in regard to the City bringing back the movie nights at Veterans Park. Mike K said that he thinks there needs to be more programming and events in the park. He tossed out maybe doing 1 or 2, then also doing a music night. He thought that the event would be worth sponsoring again from a business perspective. The group discussed changing the day of the week it would be held (from Wednesday to Friday) and working with the By-Jo so as to not compete. Overall, the group recommended keeping 3 events as last year and seeing if it can grow in year 2.

10-Minute Parking: Will showed the mock-up of the sign provided by Kleem Inc. (on back page).

Dave also brought up the wayfinding signs. Tom shared that the Rotary Club will be helping to contribute to the wayfinding signs. Heidi got good feedback from the Chamber of Commerce on them as well. Judy requested to see the sample that was made by Dave. Mark thought that the Lions could also contribute.

Bryce asked about the bronze plaques around town, these were briefly discussed. This led to discussing the Main Street Program and what that entails.

Recruitment of Businesses: Dave continues to have meetings with Steve Roush. He has been trying to initiate conversations with Scott Weidle as well. Dave is looking at some potential grant opportunities for developing the Dry Run area. He stressed that the only industrial zoned land is out there.

Judy discussed the ED/GE program and how it relates to developing parts of town.

Mike K said that the Route 4 corridor needs a master plan. Judy shared some tools that the City could try to use to work with developers in this area.

Miscellaneous: Arpp, Root, and Carter will be putting a mural on their building in the spring. Bryce shared that he is struggling with what constitutes advertising versus art. Judy said that this is a local rule as eventually a mural could be considered a sign, which requires different rules and permits.

The Chamber of Commerce has received another inquiry from an interested business.

Galentine's Day was a successful event.

Meeting Adjourned 11:00 am