

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

Members Present: Tom Winning, Mike Kuhn, Dave Eshbaugh, Mark Heistand, Bryce Henson, Heidi Grant, Kenneth Tudor

Staff Present: Will Parsons, Community Relations Manager; Mike Roseberry, Property Maintenance; Judy Gilleland, City Manager; Pat Higgins, Grant Writer; Keith Brane, Planning Consultant

Also Present: Katie Hall, Hedy Riegle

Call to Order

The meeting was called to order at 9:02 am.

Approval of Minutes

The February 20, 2025 Economic Development Committee meeting minutes were unanimously approved.

Business

Proposed Modification of Mural Art Guidelines

Questions have been raised as to whether a symbol relating to the business permissible for a mural. Judy initially said no, because this could lead to zoning issues. This is a common issue in communities with murals. Pat H checked with Dayton, and they have a hardline on no related symbols.

Judy originally drafted that up to 20% of the mural could be a symbol, provided it is integrated into the art. Judy asked for the thoughts of the committee. The group had some discussion regarding logos versus murals as well as historic advertisements.

A motion to remove the section from the guidelines allowing for up to 20% was made by Heidi, seconded by Dave. It passed unanimously.

10 Minute Parking

The signs are up and Will has not heard any feedback (negative or otherwise). Mark mentioned that he has not seen anyone parked in one using flashers. Will said that a blurb will be in the upcoming newsletter telling residents about the new initiative. Mark suggested painting something on the roads that would also let people know they are in a 10 minute parking spot.

The group then briefly discussed alley closures.

Recruitment of Businesses

Dave met with Scott Weidle to discuss the land that Scott owns on the north side of town that is zoned industrial. He and Scott also talked about properties owned in the downtown and the placement of the Coffee Collab Food Truck.

The group then discussed "Mienko Meadows", an established bakery that is looking to set up shop in Germantown in the near future at a property owned by DeGroat on the West side of town.

Dave said that he also has a business coming to town that he is not yet ready to divulge too much about.

Dave is scheduled to have a formal sit-down with Steve Roush in the coming weeks and will discuss Steve's goals for development.

Good Day Dayton – Downtown Promotion

Katie went to an "I Heart Centerville", where she met 2 individuals from "Good Day Dayton". She broached the idea with them of doing a spot on the Downtown revitalization in Germantown. She shared that for approximately \$300, they would send someone to your business and record an interview, then that interview would play on their tv channel, online, and the business owner gets a copy for their own use.

Will followed up with them to get more information. On top of individual spotlights, Good Day Dayton also does longer video segments called "Road Trippin'" where they will do multiple segments together of different groups/businesses from a single community. This could be something done in Germantown. Total cost for the Road Trippin' segment would cost approximately \$3000. Will showed a bit of a previous Road Trippin' video as an example.

Judy said that this was something that the City could partner on and pay for one part of the whole segment and allow other businesses to purchase other sections.

Katie also briefly mentioned a "speed-networking" idea she is working on.

The group discussed the feasibility and possibility of making the Road Trippin' segment happen in Germantown. Judy and Heidi expressed some concerns as to how much reach this would have. Katie said that she feels it would have good ROI for those who participate, based on her experience with a similar news plug for one of her businesses. Katie also shared that Good Day Dayton's social media following is very large and gets lots of engagement.

Mike K said that MVCC, which is currently underutilized, could help us make something similar.

Katie said she could talk with local businesses about potentially being a part of this.

Miscellaneous

Heidi brought the wayfinding sign for the group to see.

The group then discussed the upcoming Fire Levy.

Will shared that he, Amanda, and Pat will be meeting with the SBA to discuss ways to benefit the local small businesses. He also shared that Amanda has continued the conversation with Paula Dytko, looking at bringing the haunted tours to Germantown this year. He then added that coordination of the Movies in the Park has been passed to Amanda and that the dates are set: June 13, July 25, and August 15. Amanda is drawing up sponsorship packets. The By-Jo was okay with moving to Fridays and would still be operating the concession stand those nights.

Mike K said that he thought that we could get some ideas on ways to improve our streetscape downtown by visiting Franklin and looking at the work that has been done there. Dave and Judy said that they are working on getting cost estimates on similar improvements in our downtown.

Center St Market planning is going very well, first event is coming up in April.

Meeting adjourned at 10:24 am