



Eatonton Main Street Advisory Board Meeting Agenda April 11, 2023

Eatonton Main Street's Mission Statement:

To preserve and to enhance the historical and the cultural character of Eatonton through economic development.

Eatonton Main Street's Vision Statement:

Eatonton Main Street will be thriving and beautiful, rich in culture and heritage, sustained by community support.

Board Members Present: Rebekah Esau, Rachel Harvey, TraNell Moore, McKenzie Cardwell, Shannon Minchey, Francisco Aguirre

Board Members Absent: Amelia Logan, Michael Homier

City Staff in Attendance: Lauren Singleton

Guests in Attendance: None

- **Call to Order at 6:02pm**
- **Welcome**
 - EQ Check-In
 - Approval of the Minutes from the March Meeting
 - Motion to Approve by Rebekah, Seconded by TraNell, Motion passed 7/0
 - Financial Report
 - Income: Magnolia Market & BBQ Festival vendors
 - Expenses: Magnolia Market expense are for advertising and porter potties, BBQ & Blues expense are for sound & lights
- **Old Business**
 - Business Education Expo
 - Had 25 attendees and only 3 completed the survey
 - Each BEE has had an increase in attendees (4 BEEs held to date), but we've had a decrease in volunteers each time.
 - Lauren needs help coordinating speakers or revamp the BEE. Ideas included:
 - Offer the BEE once a year instead of twice and commit the same speakers each year (FMB, Insurance, CPA, Lawyer, Chamber, Cyber Security, etc.)
 - Offer one night of "Education" and one night of "Expo" to include more "vendors" and allow attendees to go to the "expert" they need the most.
 - Offer a "bilingual buddy" at the Expo for translations.
 - Downtown Mural
 - Idea from Lauren: let this idea disappear for a while then bring it back next year, work it into our budget, and place the mural on the side of the police station. Benefits include no lift required and smaller mural thus less money. The police station is also a city own building.
 - The consensus of the group was positive, and this option could allow for new mural designs to be presented for a more interactive/photo op mural and for the community to have a voice. We would present minimal differences in the design options to the community for a vote (i.e. same basic design but difference of colors or placement of

text, etc.). This would allow for the community to be involved in the decision-making process and possibly repair Main Street/Community relationships.

- **New Business**

- Hispanic Heritage Month (September 15 - October 15)
 - Francisco is working with a radio personality (Radio Rumba - Enrique Fuentes) to coordinate one Latin dance class per week (possibly Thursday evenings) during Hispanic Heritage Month. The instructor would teach a different Latin style dance each week. At the end of the month, we would have a band come for a celebration and the attendees can show off their new dance moves. Francisco is working on getting sponsors and a deal with the radio station to provide dance instructors and a band for the end of month celebration.
 - Another idea is to hold a piñata making class at the Art Gallery sometime during this month.
- El Cazador Mexican Restaurant
 - Their façade is not looking good, but they do not feel they have the funds to fix it.
 - Loss of their liquor license (seems to be a state issue) has hurt their business.
 - Lauren is going to get an estimate for paint & signage repair in hopes that the restaurant will realize they can afford it with the assistance of the façade grant or an anonymous donor may step in to help.
- Manger Report
 - Magnolia Market & Chalk Walk
 - Rescheduled for April 22nd. Same help needed as before
 - About half of the vendors are still planning to attend, but the other half chose to take a credit towards attending a different event this year.
 - Only 1 chalk artist is still able to attend
 - BBQ & Blues Festival
 - May 6th – setup starts at 11am
 - Lauren needs volunteers for vendor setup, hospitality, and clean up
 - As a side note, the expense for light & sound made the board question the possibility of purchasing or adding permanent light & sound to City Stage instead of renting it.
 - Property Update
 - The Old Creamery (15,000 sqft) is listed for sale for \$599k or now for lease for \$6,500 per month

- **Façade Grants**

- Smiles By Oliver (d/b/a Most Valuable Smiles)
 - Project budget \$8,000 but did not include itemized list of repairs, owner is requesting \$3,000 from the façade grant
 - Grant limits on repairs: exterior paint (\$500 limit), new windows (\$500 limit), and new outdoor signage (\$500 limit).
 - Rachel motioned to approve a \$1,500 grant, Shannon seconded, motion approved 7/0

- **Board News & Announcements**

- Magnolia Market & Chalk Walk on Saturday, April 22nd from 10:00am until 3:00pm
- Next Accountability Call is Tuesday, April 25th at 6:30pm
- Day Party Celebrating Eatonton on Wednesday, April 26th from 11:00am until 2:00pm
- BBQ & Blues Festival on Saturday, May 6th from 2:00pm until 10:00pm
- Don't forget about your required training: www.GeorgiaMainStreet.org
 - Main Street 101 is \$50 until May 1st. After May 1st, Main Street 101 is \$75.
 - Switch to Six Webinar is free!

- **Adjournment at 7:06pm**

Next Meeting: May 9, 2023 | 6:00pm | The Hut