



Eatonton Main Street Advisory Board Meeting Agenda September 10, 2024

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: Rachel Harvey, Rebekah Esau, Shannon Minchey
TraNell Moore, Michael Homier, Oscar Parham

Board Members Absent: Erin Chomiak

City Staff in Attendance: Lauren Singleton

Guests in Attendance: None

- **Call to Order at 6:07pm**
- **Welcome**
 - EQ Check-In
 - Approval of the Minutes from the August meeting
 - Motion to approve: Michael
 - Second: Rebekah
 - Motion passed 6/0
 - Financial Report
 - Income: Event Vendor Fees (mostly from Mistletoe Market), Sale of Cups (El Cazador & Kina's), Scarecrow Contest Entries
 - Expenses: Print Advertising (Eatonton Expedition set us over budget)
- **Old Business**
 - Review of the Workplan
 - Priority 3 (Connecting with other organizations) - EPTAHP
 - Derick Austin (new Putnam Co schools Superintendent) was introduced and discussed the plans for the new elementary school and ideas for potential use of the soon to be old elementary school (business park idea)
 - Had a very positive debriefing by Maggie & Lynn on the Eatonton Expedition
 - Update on Business Visits
 - Business Pop-Up: El Catrin in October (Lauren will send out a poll to pick a date)
 - The Eatonton Expedition
 - 820 final count plus 120 volunteers
 - Tipsy Turtle & Kina's were hopping at lunch time, but El Cazador not so much
 - Visitors have come back to use the coupons found in the Guide to Eatonton that Lauren created
- **New Business**
 - 2024-2025 Budget
 - Lauren wants to hit Sponsorships hard for 2024-2025. She has a sponsorship package online to share with anyone that might be interested. Contact has been made with Dr. Miller, FMB, State Farm, Peaceful Purpose, and Peoples Bank. City Council agreed to share the package with those whom they thought may be interested as well.

- Budget Increases: Pressure Washing budget increased to include updated sidewalks on N Jefferson, new Trashcans needed, more planters & flowers, Christmas lights in front of City Hall, Advertising for the BEE
 - 2024-2025 Events
 - Pushing Halloween event (Candy Mania) to Oct 2025 – not enough time to focus on it to make it a successful event for Oct 2024
 - Manager Report
 - CREATE Program
 - GA Power Event (Cultivation Rural Entrepreneurs and Transforming Economy) – focus is on startup businesses
 - Attendees from Elijah, Louisville, Tifton, Cornelia, & Eatonton
 - From Eatonton: Lauren, Mayor Reid, Janie Reid, Matt Poyner & Maggie
 - Having a Webinar on 9/11 to hear from the first cohort of cities (Milledgeville was one of the cities in the first cohort)
 - Take away: Eatonton is on the right track, specifically with BEE & business guide magazine
 - Upcoming events: An Evening in Eatonton & Scarecrow Contest & Showcase
 - 13 businesses participating in Evening in Eatonton (added Barrell 118 & El Cazador). Barrell 118 will be having Hispanic themed cocktails & El Cazador will be celebrating their 3 year anniversary
 - Contact your business to encourage them to sign up for the scarecrow contest (registration form can be found online). Deadline to register is Sept 23rd.
 - Property Updates
 - 108 & 110 N. Jefferson Avenue is scheduled to close on Friday, September 13th
 - 125 S. Jefferson Avenue (formerly Nina's Beauty Supply) is for sale for \$400,000
 - 5800 sqft
 - 200 Oak Street (formerly A-1 Action Cash Title Pawn) is for rent for \$2,000/month
 - 119 N. Jefferson Avenue (formerly The Rabbit's Hole) is for rent
 - 109 N Madison (one of the Blackwell buildings) is under contract. Expected to close by the end of the month
 - 108 N Madison (to the left of the Farm Bureau) is under contract with Amanda & Michael Cabe – anticipating loft apartment upstairs & office space downstairs.
- **Façade Grants**
 - Dr. Meigan Miller Family Dentistry
 - Motion to approve \$2,154.95 façade grant: Rachel
 - Second: Shannon
 - Motion passed 7/0
- **Board News & Announcements**
 - Next Downtown GetDown Concert will take place on Saturday, September 14th with Cash's Juke Joint
 - 1 volunteer to help with band hospitality from 5:00pm-7:30pm
 - Next Accountability Call is Tuesday, September 24th at 6:30pm
 - An Evening in Eatonton is Thursday, September 26th from 5:00pm until 8:00pm
 - SAVE THE DATE: Eatonton Mistletoe Market on Saturday, November 9th
 - 121 vendors – Lauren will need help loading them in
 - SAVE THE DATE: Christmas in Eatonton on Saturday, December 14th
 - Lauren will need help lining up the parade and loading in vendors
 - Begin thinking about who the Grand Marshal should be for the parade
 - Tast of Eatonton is October 7th
- **Adjournment at 7:31pm**

Next Meeting: October 8, 2024 | 6:00pm | The Hut