



Eatonton Main Street Advisory Board Meeting Minutes March 14, 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: Amelia Logan, Rachel Harvey, TraNell Moore, McKenzie Cardwell, and Shannon Minchey

Board Members Absent: Rebekah Esau, Michael Homier, Francisco Aguirre

City Staff in Attendance: Lauren Singleton

Guests in Attendance: Will Deller

- **Called to Order at 6:04pm**
- **Welcome**
 - EQ Check-In
 - Approval of the Minutes from the February Meeting
 - Motion to Approve: Rachel
 - Seconded: Shannon
 - Motion passed 6/0
 - Financial Report
 - Income: Lauren pointed out monthly general fund income, vendor fees coming in for Magnolia Market, sold last of the green cups to Lumberjaxe, & PCHS rental of the City Stage for Prom
 - Expenses: Lauren's flight to Boston for the National Main Street conference and booked a second band in August for the summer concert series (2nd band was not in the budget)
- **Old Business**
 - Update on Board Vacancies
 - 1 vacancy left – Will Deller has submitted an application
 - Board Secretary – Rachel voted in as the new Board Secretary
- **New Business**
 - Review of Rise & Shine Meeting
 - Next meeting is tentatively planned for May
 - Lauren will send out talking points for the board to use during business visits. These can also be used for "One Voice, Expanding Exposure, & Telling Main Street's Story"
 - Talk points will include what Main Street is, what it has accomplished, how it can help main street businesses
 - Lauren will also provide the QR code for the list of events to share with business owners
 - Plan to visit your assigned businesses on a quarterly basis

- Rebekah is working on developing questions for new surveys that are not open-ended and do not allow for “neutral” as an optional answer. Hope to have surveys ready for businesses by next month and surveys for the community by BBQ festival.
- Lauren is awaiting power point presentation from presenters for the BEE: FMB, Tim Broyles, Maggie Milner, Marshall Rich (Cyber Security), and Hannah (Marketing – Director of Tourism)
- Manager Report:
 - Magnolia Market & Chalk Walk
 - 104 Vendors & 10 Artists have registered
 - Lauren needs volunteers:
 - Directing Vendors (Shannon & McKenzie volunteered) – set up at 10am on Sumpter Street end
 - Assisting Chalk Artists (still need volunteers) – starting at 8am on Marion Street end and art completed by 4pm, 6'x6' square with the theme “Springtime in Georgia”
 - Property Update
 - Todd Miles sold 108 Madison to Cody Rainey (considering turning it into a Bed & Breakfast)
- **Façade Grants**
 - None at this time
- **Board News & Announcements**
 - Business Education Expo at the Chamber of Commerce on March 21st at 6:00pm
 - National Main Street Conference in Boston is March 27-29
 - Next Accountability Call is Tuesday, March 28th at 6:30pm
 - Community Clean Up Day at City Hall on Saturday, April 1st from 9:00am until 12:00pm
 - Magnolia Market & Chalk Walk on Saturday, April 8th from 10:00am until 3:00pm
 - 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 6:48pm**

Action Items:

1. Need volunteers for Magnolia Market - Assisting Chalk Artists
2. Let Lauren know if you are interested in a spot at the Main Street table at the GA Writers Museum’s author of the month in April (6 spots available – see email from Lauren).
3. Lauren will send out talking points & QR codes for list of events for the board to use during business visits. These can also be used for “One Voice, Expanding Exposure, & Telling Main Street’s Story”
4. Lauren will incorporate vacant properties onto the “Eatonton Downtown Business List” spreadsheet
5. Rebekah is working on developing questions for new surveys that are not open-ended and do not allow for “neutral” as an optional answer. Hope to have surveys ready for businesses by next month and surveys for the community by BBQ festival.
6. Each board member should plan to visit their assigned businesses on a quarterly basis (items 3 & 5 needed before beginning visits)

Next Meeting: April 11, 2023 | 6:00pm | The Hut