



**Eatonton Main Street
Advisory Board Meeting Minutes
August 10, 2021**

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, Lacey Cummings, Michael Homeier, McKenzie Caldwell (late), Joseph Rainey

Board Members Absent: Erin Keating, Patricia Hurt, and Xavier Reid

City Staff Present: Lauren Singleton

Guests Present: Buddy Nolan

- **Call to Order by Lauren Singleton at 6:04pm**
- **Welcome**
 - EQ Check-In
 - Approval of the Minutes from July Meeting
 - Motion to approve made by Lacey
 - Second by Joseph
 - No discussion
 - Minutes approved: 5/0
 - Financial Report
 - Lauren went over the June financial report. The income received was from the vendor fees collected for the July event. The expense for the planters was \$1318, and the expense for the movie night was \$1230.
 - Team Exercise
- **Old Business**
 - Discussion of SWOT Analysis
 - The Board agreed that they should take on a project collectively to move some of the “threats” over to “opportunities” and to move some of the “weaknesses” over to the “strengths.” Lacey suggested meeting on a Saturday morning to work on this project and how the four committees can assist.
- **New Business**
 - Discussion of Main Street Logo
 - Lauren stated that she has been asked by the City to create a new logo for Main Street. She stated that she chose the UGA Carl Vinson Institute to create the new logo after receiving quotes from other entities. If approved by City Council in the upcoming budget, the process could begin as soon as September and end in January.

- September Board Meeting
 - Since the BEE will be taking place on the night of the regularly scheduled board meeting, Lauren suggested having the meeting on Thursday, September 16th. Everyone present agreed.
- Committee Updates
 - 2022 Vibrant Communities Grant: Lauren stated that the deadline for the next round of Vibrant Communities Grants was August 31st. She stated that Main Street could apply and do more crosswalk murals or do a butterfly mural that has been seen in other downtowns. The board agreed on doing a butterfly mural.
 - Promotions: Lauren stated that the Promotions Committee had recently met and that they would be working on some very small events to start bringing people downtown.
- **Façade Grants**
 - None at this time
- **Board News & Announcements**
 - Main Street 101 at www.GeorgiaMainStreet.org under "Training" (**Deadline: Oct. 31st**)
 - Makers & Music on Saturday, August 14th from 5:00pm-10:00pm
 - Business Education Expo (BEE) on September 14th, 21st, & 28th at the Chamber
 - The board asked for an update on Popeye's. Lauren stated that the franchisee may be selling the Eatonton store to another Popeye's franchisee.
 - Michael stated that he had some interest in his house from a group of Ghost Hunters for an upcoming Ghost Tour in Eatonton.
- **Adjournment at 7:24pm**
 - Motion made by McKenzie
 - Second by Michael
 - Motion passed 5/0

Next Meeting: September 16, 2021 | 6:00pm | The Hut