



Eatonton Main Street Advisory Board Meeting Agenda February 13, 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: Oscar Parham, TraNell Moore, Francisco Aguirre, Rachel Harvey, Eric Chomiak

Board Members Absent: Shannon Minchey, Rebekah Esau, Michael Homier

City Staff in Attendance: Laruen Singleton

Guests in Attendance: None

- **Call to Order at 6:02pm**
- **Welcome**
 - EQ Check-In
 - Approval of the Minutes from the January Retreat
 - Motion to approve by Francisco, seconded by TraNell
 - Motion passed: 4/0
 - Financial Report
 - Income: Vendor Fees for Magnolia Market (50 vendors & 11 chalk artists registered so far) & BBQ, Stage Rental for Artigras
 - Expenses: leftover Christmas parade expenses & advertising expenses
- **Old Business**
 - Review of the Rise & Shine Meeting
 - Review of Workplan (2024 thru 2026)
 - Priority 1: The Political Agenda (Erin & Oscar)
 - Priority 2: Building Relationships (TraNell & Rebekah)
 - TraNell handed out treat bags to each member in attendance to visit at least 3 of their businesses by the next meeting, 3/12/24
 - Franciso had an idea of coordinating photo ops with business owners holding the Green Cups or Downtown 31024 signs outside or inside of their business and share photos across social media (maybe make it one of our quarterly business visits)
 - Priority 3: Other Organizations (Michael & Rachel)
 - Pastor James Kilgore Sr. (New Life Outreach Christian Center) is the coordinator for the collaboration of local churches – Oscar is going to find out when & where they meet and ask permission for Michael & Rachel to attend to introduce Main Street's mission and vision.

- Priority 4: Funding/Money (Shannon & Francisco)
 - Francisco had an idea of incorporating local Wal-mart by asking to donate items to Main Street Events (i.e. water, Gatorade, etc.)
 - Update on Business Visits
 - None reported
- **New Business**
 - Field Trip
 - Visit nearby downtown in the Spring. Lauren will send out email for a vote on location and date: Covington, McDonough, Forsyth, or Perry
 - Manager Report
 - #LoveLocal Letters
 - Received 48 letters for 25 business (one sent to Main Street)
 - El Cazador & Sylvia's received 6 letters each (highest receiving business)
 - 2022 received 40 letters & 2023 received 17 letters
 - HEART Squad
 - 3 orientations completed (6 attended first, 1 attended second, & 2 attended third). Recorded to share with those not in attendance
 - 12 members – search #downtowneatonton to find postings
 - Property Updates
 - Create.Mental.Beauty Salon opened at 104 E. Marion Street, Suite D.
 - LVL Ten Studio opened at 104 E. Marion Street, Suite C
 - Scrub Up is closing on February 28th.
 - Landlord went up on the rent and the business owner couldn't afford it.
 - 115-117 S. Jefferson Ave. is no longer for sale (Flawless Apparel)
 - 117 N. Jefferson Ave. is no longer for sale (The Rabbit's Hole)
 - 114 N. Jefferson Ave. is no longer for sale (The Brickhouse)
 - New operators are in the process of getting the liquor license and all permits in their name.
 - Patchwork Fabrics & Gifts (business) is for sale
 - Rental for the former LumberJaxe space is \$6,000 per month
 - Eat-A-Ton Café is permanently closed
 - 119 S. Jefferson Avenue may be going up for sale soon (The FolksArt)
- **Façade Grants**
 - Taylor Flowers & Gifts
 - Project Budget: \$13,889.79, Grant Request: \$1,669.90
 - Motion to approve by Rachel, seconded by Francisco
 - Motion passed: 5/0
- **Board News & Announcements**
 - Next Accountability Call on Tuesday, February 27th at 6:30pm
 - Seuss on the Loose on Saturday, March 2nd at 9:00am at the Primary School
 - Amelia Logan will be assisting Lauren at this event
 - "Peg Leg" Howell's birthday is March 5th
 - Business Education Expo (BEE) on Thursday, March 14th at 6:00pm at the Chamber of Commerce
 - Planned speakers: Lisa Jackson – Planning & Development, Maggie Milner – Chamber of Commerce, Bonnie Calenburg – retired small business owner,

Marshal Rich – Cyber Security, Katelyn Cressen – Gen Z in small business,
Speaker on AI

- Don't forget your 2 hours of training!
 - Downtown Field Trip can count for 2 hours of training

- **Adjournment at 7:26pm**

Next Meeting: March 12, 2024 | 6:00pm | The Hut