



Eatonton Main Street Advisory Board Meeting Minutes April 9, 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: Shannon Minchey, TraNell Moore, Rebekah Esau, Michael Homeier, and Erin Chomiak (by phone)

Board Members Absent: Francisco Aguirre, Rachel Harvey, and Oscar Parham

City Staff in Attendance: Lauren Singleton

Guests in Attendance: None

- **Call to Order at 6:04pm**

- **Welcome**

- EQ Check-In
- Approval of the Minutes from the March meeting
 - Motion to Approve: TraNell
 - Seconded: Shannon
 - Motion passed 5/0
- Financial Report: Lauren stated that all of the event vendor fees were mainly from vendors for the Magnolia Market. The Tipsy Turtle purchased 50 green to-go cups. The \$280.26 under Façade Grants was for the façade grant for Pretty Girlz Fitness. The expenses for the Magnolia Market in the month of March was for advertising and for the port-a-potties.

- **Old Business**

- Review of the Workplan: Erin stated that she and Oscar had met with Councilmembers Walker and Mangum. Also, at the request of Councilmember Magnum, they also met with Matt Poyner, who is the Executive Director of the Putnam Development Authority.
- Update on Business Visits: Lauren stated that she had visited several businesses and all were doing well.

- **New Business**

- Storefront Mastery: Earlier in the year, Lauren had attended a webinar by Downtown New Jersey, and Jaime Izurieta, founder of Storefront Mastery, was one of the speakers. Shannon watched Jaime's portion of the webinar and thought he had some great ideas that would help Downtown Eatonton. Lauren and Shannon met virtually with Jaime and received a proposal. For Jaime to come to Downtown Eatonton and create a community building workshop in person, the cost would be \$6,500. For Jaime to do the work virtually, the cost would be \$2,500. The Board members present agreed that it would be a great idea to have Jaime in Eatonton instead of the virtual workshop. Hopefully, this is something that can be placed in the next fiscal year budget.
- Downtown BASH: Lauren stated that after speaking with Jaime, she and Shannon thought it would be a great idea to bring back the Downtown BASH. The BASH will take place on Tuesday, May 21st at 8:30am at the Chamber of Commerce. Lauren will present a brief "State of Main Street" presentation as well as pitching a new event for the downtown business owners. Lauren described the event to be just like Downtown McDonough's monthly Ladies Night Event. Business will be open late from 5:00pm until 8:00pm so customers can shop. Customers will receive a punch card, and every time they make a purchase of \$15 or more, the customer will receive a punch. Once the customer receives 5 punches,

they are put into a drawing for gift basket, which will include items from all of the businesses. Shannon suggested calling the event "An Evening in Eatonton" so it will be more inclusive and allow for themed nights in the future.

- 2024-2025 Budget: Lauren presented the 2024-2025 budget to the Board. Compared to the previous fiscal year, the budget did increase slightly which is mostly due to rises in advertising costs for events and several design projects. The proposed design projects include the following:

- Pressure washing more sidewalks around downtown than in years past
- Doing some landscaping on the S. Jefferson/S. Oak Street corridor as noted in the professional design plan we received from Main Street Studios
- Replacing 3 old trash cans that were not replaced the previous time we purchased trashcans
- Increase in flowers for planters
- New liners for the planter boxes
- Adding more flower pots and window boxes around downtown
- Increasing the amount of Christmas lights during the holidays

Lauren also mentioned an increase in the budget for the Hispanic Heritage Month event and calling the event "Celebration of Culture." The City Councilmembers would like to have an event that celebrates all cultures and not just one. Lauren mentioned that she decreased the budget for the BBQ & Blues Festival slightly.

- Manager Report

- Magnolia Market & Chalk Walk: 115 vendors had registered for the event, and help will be needed loading in the vendors that morning.
- BBQ & Blues Festival: All of the vendor spaces are full for the event. Lauren will need help loading in the vendors as well as cleaning up after the event.
- Property Updates
 - Ferguson Tire closed at 103 Oak Street
 - Cary's Superior Cars closed at 230 N. Jefferson Avenue
 - Cary is still operating out of the building
 - Will lease half of the building to a very small business
 - Kina's Krazy Kreations will be moving into the former Eat-A-Ton Café
 - Goal is to open by the Dairy Festival
 - Working on Façade Grant application
 - 118 W. Marion Street (formerly Scrub Up) has been leased
 - "Medical services"
 - Name of the business is TBA
 - Opening date for Rojo's Tapas & Tequila is unknown
 - Will be located at the former Rabbit's Hole
- Accreditation Update: Lauren shared that Eatonton Main Street received their annual accreditation as a Classic Main Street. For 2023, the total private/public investment in Downtown Eatonton was \$1,944,119, which was an increase of \$6,501 from 2022.

- **Façade Grants**

- None at this time

- **Board News & Announcements**

- Magnolia Market & Chalk Walk on Saturday, April 13th from 10:00am until 3:00pm
 - Volunteers will help load in vendors from 7:45am until 9:45am
- Field Trip to Downtown Perry on Tuesday, April 16th; meet at the Art Callery at 8:15am
- Business Pop-Up Day on Tuesday, April 23th at 5:30pm: Goldie & Co. and Tienda Tarimoro
- Day Party Celebrating Eatonton on Friday, April 26th from 11:00am until 2:00pm at the Eatonton City Center Stage
- BBQ & Blues Festival on Saturday, May 4th from 2:00pm-10:00pm
 - 2-3 Volunteers will be needed to help load in vendors from 11:00am-2:00pm
 - 1 Volunteer will be needed to help with the VIP & Hospitality Area
 - Any amount of volunteers will be needed to help clean up from 8:30pm until ?
 - 1 Volunteer will be needed on Friday, May 3rd to help set up

- **Adjournment at 7:34pm**