



**Eatonton Main Street
Advisory Board Meeting Minutes
July 13, 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, Xavier Reid, Lacey Cummings, Michael Homeier, McKenzie Caldwell (late), Erin Keating, Joseph Rainey, and Patricia Hurt

Board Members Absent: None

City Staff Present: Lauren Singleton

Guests Present: None

- **Call to order by Lauren Singleton at 6:03pm**
 - EQ Check-In
 - Approval of the Minutes from June Meeting
 - Motion to approve made by Erin
 - Second by Amelia
 - No discussion
 - Minutes approved: 7/0
 - Financial Report
 - Lauren went over the June financial report. The majority of the expenses came from the June event, Makers & Movies. The income received was the second half of the Vibrant Communities Grant and vendor fees from the June event.
 - Team Exercise—Table Activity
 - Team Exercise—SWOT Analysis of Downtown Eatonton (see next page)
- **Old Business**
 - None at this time
- **New Business**
 - Debrief of June & July Events
 - Lauren stated that even though it rained at both the June and July events, there was still a nice crowd that showed up for the Night Market. All of the vendors seemed pleased with their sales on both nights.
- **Façade Grants**
 - None at this time
- **Board News & Announcements**
 - Main Street 101 at www.GeorgiaMainStreet.org under “Training”
 - Lauren reminded the Board that they need to take the Main Street 101 webinar.

- Downtown BASH on Thursday, July 29th at 5:30pm at the Artisans Village Art Gallery
 - Lauren encouraged all of the Board Members to be present at the Downtown BASH.
- **Adjournment at 7:08pm**
 - Motion by Michael
 - Seconded by Amelia
 - Motion passed 8/0

Next Meeting: August 10, 2021 | 6:00pm | The Hut

SWOT Analysis Results

Strengths

Business owner diversity
 Attractiveness (quaint)
 Parking
 City Center Stage
 Infrastructure
 Old dairy festivals
 Heritage
 Programming
 Museums
 Renovated sidewalks

Opportunities

Building availability
 Rural zone
 Pursuing new ideas and tech events
 Growth in downtown business
 Filling up existing buildings (restaurants, stores)
 Pex theatre
 Hotel
 Parking signage
 Housing

Weaknesses

Slow contract completion for public work
 Advertising and outreach
 Communication and coordination between government body
 Slow to adapt to new ideas
 Lack of love
 Empty and unrenovated buildings
 Highway
 Community spirit
 Lack of affordable housing
 Showmanship from business
 Work force

Threats

Logging trucks
 Stagnant ideas
 Blight
 Lack of affordable houses
 Separation of communities
 441 bypass
 Lake Oconee
 Brer Rabbit
 Crime
 Traffic
 Near by museums/tourist sites