



## **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, Zavier 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.
- **Facade Grants**
  - None at this time
- **Board News & Announcements**
  - Main Street 101 at [www.GeorgiaMainStreet.org](http://www.GeorgiaMainStreet.org) under "Training"
    - Lauren reminded the Board that they need to take the Main Street 101 webinar.

- Downtown BASH on Thursday, July 29<sup>th</sup> 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