



Eatonton Main Street Advisory Board Meeting Agenda June 11, 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: TraNell Moore, Oscar Parham, Shannon Minchey, Eric Chomiak, Rachel Harvey, Rebekah Esau, Francisco Aguirre

Board Members Absent: Michael Homier

City Staff in Attendance: Lauren Singleton

Guests in Attendance: None

- **Call to Order at 6:05pm**

- **Welcome**

- EQ Check-In
- Approval of the Minutes from the May meeting
 - Motion to approve: Shannon
 - Second: Oscar
 - Motion passed 7/0
- Financial Report
 - Income: BBQ & June concert vendor fees, Sales of cups to Topsy Turtle
 - Expenses: Spring & summer flowers, Magnolia Market/April Lunch/BBQ, Merchant Networking (BASH)
- SWOT Analysis
 - Strengths: New blood & new businesses, history, community (supportive/family values), museums (Writers/Old School/Uncle Remus), City Center Stage (serves event purpose well)
 - Weaknesses: Parking (too much parallel & not enough pull through), lack of green space, low walkability, low affordable housing options
 - Opportunities: Restaurants (sit-down/café/breakfast-brunch/pizza by slice/ice cream or frozen yogurt), Retired Elementary School (green space/splash pad), Walking trail from Elementary School/Uncle Remus Museum to Butterflies & Blooms, Affordable housing, Hotel, Improvements to Sumpter & S Jefferson Corridors, Sponsorships
 - Threats: Walkability/Sidewalks, Vacant properties & current owners not improving properties, truck traffic, politics, affordable housing

- **Old Business**

- Review of the Workplan
 - Must be a city resident to serve on a city board (Main Street is not being singled out)
 - Revamping of City ordinances has been outsourced to Middle GA Regional Commission (also maintains the city's website)
 - Lauren created a Christmas sponsorship package & sent it to Shannon & Francisco
 - Business Pop-Up – Shoppers Pharmacy & Ace Hardware (Lauren will send out vote for a date)
- Update on Business Visits
 - None at this time
- The Georgia Trust's Expedition

- GA Trust is on board with Main Street's swag bags (Shannon is going to speak to FMB about sponsoring the cost of the bags (~\$2,000))
- **New Business**
 - Rise & Shine in July
 - July 20th at 9am at Sylvia's
 - Manager Report
 - Event Recap: Dairy Festival and June Concert
 - Lauren's count for the Dairy Festival = 8,580
 - Lauren's count for June Concert = 228 (chill & laid-back crowd)
 - An Evening in Eatonton
 - Thursday, 6/27/24 from 5pm to 8pm
 - 12 businesses participating
 - Goal is to get 100 people to turn in their punch card
 - Gold bows will be placed on the doors of participating businesses
 - Property Updates
 - City jail is for sale: purchased 2 years ago for \$103,500 and now listed for \$399,000
- **Façade Grants**
 - Maggie Lane
 - Need to resubmit in a couple of months and include itemized & paid invoices
- **Board News & Announcements**
 - Juneteenth is Wednesday, June 19th; All City of Eatonton offices will be closed.
 - Accountability call on Tuesday, June 25th at 6:30pm
 - An Evening in Eatonton on Thursday, June 27th from 5:00pm until 8:00pm
 - Next Downtown GetDown Concert will take place on Saturday, July 13th with Jay Wingfield and The Blaq Berry Band
- **Adjournment at 7:34pm**

Next Meeting: July 9, 2024 | 6:00pm | The Hut