



## **Eatonton Main Street Advisory Board Meeting Agenda July 11, 2023**

*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:** Rebekah Esau, Rachel Harvey, TraNell Moore, Amelia Logan, Michael Homier

**Board Members Absent:** Francisco Aguirre, McKenzie Cardwell, Shannon Minchey,

**City Staff in Attendance:** Lauren Singleton

**Guests in Attendance:** None

- **Call to Order at 6:06pm**
- **Welcome**
  - EQ Check-In
  - Approval of the Minutes from the June Meeting
    - Motion to Approve by Amelia, Seconded by Rebekah, Motion passed 6/0
  - Financial Report
    - Income: Sale of Cups – Lumberjaxe, City Stage Rental – Private Citizen
    - Expenses: Courthouse Lawn Rental for Mistletoe Market, leftover Advertising for BBQ Festival, Bands/Potter Potties/Advertising for June & July Concert Series
- **Old Business**
  - Review of Rise & Shine Meeting
    - Communication improvements
      - Michael reported on his attendance at the EPTAHP (Eatonton Putnam Tourism Arts Heritage Partnership) meeting. Very positive experience with representatives from departments/boards/authorities though out Eatonton/Putnam.
      - This group meets monthly on the 3<sup>rd</sup> Wed morning of each month. Representatives from BOE, DDA, City Council, County Commissioners, Main Street, PDA, Writers Museum, Eatonton Messenger, GA Power, etc. They share what their group is working on and collaborate on improving our community. Referred to as “The Think Tank.”
      - Maggie Milner (Chamber of Commerce) is President of EPTAHP & Matt Pointer (Pres of PDA) is VP of EPTAHP.
      - Michael offered to give a report to the Main Street board after these meetings. If he is not able to attend the EPTAHP meeting, it would be beneficial for someone else on the Main Street board to represent us at that meeting and report back.
  - Hype Team
    - Still up in the air and still need name recommendations.
    - Lauren will email out a webinar, not required, but if you watch it, please let Lauren know and give her feedback on it.

- **New Business**

- Where is the love?
  - Lauren visited downtown August with the mayor, Janie Reid, Maggie Milner, & Kevin Thompson Hooper (owner of Barrell 118 & Artisans Village) to view their downtown public art. Residences had been photographed and posted their stories of why they love Augusta. Lauren left thinking about the love for Eatonton – recent survey question resulted in 18% of Eatonton citizens saying they are NOT proud to live in Eatonton.
  - Rebekah stated issues lie with City/County division: Lake People/Farmers/Downtown-City People. We need to find a way to bring them together.
  - 31024 merch/sway is helpful
  - Rebekah suggested a 30124 Car Decal campaign/raffle. Someone is selected/spotted with a 31024 Car Decal and wins a gift card to a downtown business (i.e. El Cazador, Maggie Lane, etc.)
  - Keep thinking about what we can do to bring the “love” to Eatonton.
- Manager Report:
  - Downtown GetDown Concert Series
    - June
      - Played for 45 minutes before the rain started
      - About 150 in attendance (expected more but weather was not inviting) but lake folks were well represented
      - Brickhouse also had a band playing at the same time, but once the rain started half the crowd went to the Brickhouse
    - August
      - Two bands playing in August
      - Two volunteers needed from 4:30pm to 7:30pm-ish for band hospitality. Meet at the stage.
  - Property Update
    - ReyFresh Beauty Salon closed at 105 S. Jefferson Avenue.
    - 105 S. Jefferson Avenue is for sale for \$249,000
    - Sylvia's coming soon!
      - Grand opening July 21<sup>st</sup> or 22<sup>nd</sup>

- **Façade Grants**

- LumberJaxe Axe Throwing Hall
  - Waiting on dollar amounts before approval

- **Board News & Announcements**

- Next Accountability Call is July 25<sup>th</sup> at 6:30pm
- Downtown GetDown Concert Series is August 12<sup>th</sup>; Vendors open at 6:00pm, Concert at 7:00pm (2 volunteers will be needed.)
- Don't forget about your required training: [www.GeorgiaMainStreet.org](http://www.GeorgiaMainStreet.org)
  - Main Street 101 is \$75.
  - Switch to Six Webinar is free!

- **Adjournment at 7:34pm**

**Next Meeting: August 8, 2023 | 6:00pm | The Hut**