



**Eatonton Main Street
Advisory Board Meeting Minutes
October 12, 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, Erin Keating (via the phone), Lacey Cummings, Michael Homeier, Joseph Rainey (via the phone), Patricia Hurt (late), McKenzie Caldwell (via the phone), and Xavier Reid (late)

Board Members Absent: none

Cit Staff Present: Lauren Singleton

Guests Present: none

- **Call to Order at 6:03pm by Lauren Singleton**
- **Welcome**
 - EQ Check-In
 - Approval of the minutes from September Meeting
 - Motion to approve: Michael
 - Seconded: Joe
 - No discussion
 - Motion passed 5/0 (McKenzie abstained since she was driving while on the phone and did not have the minutes in front of her.)
 - Financial Report
- **Old Business**
 - Update on Board Vacancy: as of last month, had an applicant for board vacancy. Was told that we had to advertise for 30 days. In the past, as soon as we had an app, the 30 days would start. The 30 days actually starts this week – delay of over a month.
 - The ordinance doesn't say it has to be done upon receipt of an applicant – this has already been advertised multiple times in the paper
 - Can the city appoint our applicant as interim until 30 days is up?
 - This isn't a board where folks are making money or getting power or clout. We're a small volunteer board, and having folks onboarded in a timely manner makes a HUGE difference for us
 - Update on Main Street Logo:
 - Lauren had her first meeting today with UGA Carl Vinson Institute
 - Homework for the board: start looking at different logos for anything – send over things you like to Lauren (top 5) to pass along to them. Send to Lauren by Monday, 10/18

- How many rounds of edits do we get? *Each round costs money.* Are they doing this through completion, or just to a certain point? *They're with us until we're happy – logo, colors, font, pics, etc.* Will be paid in full once we're happy. *Are they doing any sort of brand planning?* No.

- **New Business**

- Committees

- Started to “dwindle down” a bit. They aren’t quite what they used to be, not sure why.
 - Get new board member leads where we don’t have folks engaged right now?
 - Promotions, Organization
 - McKenzie: hard to keep people motivated and excited when things move so slow
 - Michael: opposite challenge – when things got busy, people left, didn’t communicate, didn’t engage
 - Are committees helpful? Lacey – as long as they have direction and tasks, yes.
 - Lauren’s hearing that folks want to help as a one off, people don’t want to commit.
 - Need a plan for moving forward – important work to be done by the committees

- 2022 Events

- BEE 2.0 in March
 - Second Saturday events went well; what do we want to do in Feb and Mar?
 - City requested we do a BBQ and Blues the last Saturday in April event with a well-known person to close the event
 - We don’t have a budget for that, and neither does the City
 - Potentially sponsorships in the works to help cover substantial cost
 - Octoberfest on the first Saturday in October: same thing, City wants big person, will cost money but we don’t have a budget
 - Holiday Parade: hard push to get a lot of folks to join, clubs, schools, etc. Need suggestions for grand marshal. Should we do some type of competition with prizes (cash)? May have Putnam County HS and MS band.
 - Downtown Art Projects
 - Spring Chalk Walk: may be able to do this in April, flyer in the packet. City previously washed it all away the next day. We need to ensure this can stay up for a few days. Have some concessions?
 - Crosswalk Art: want to do another one with students at the intersection at S Madison and Sumter. Felicia Watkins at elementary school would love to do this with her class.
 - Can we ask DOT to see if we can do something, get this process going so maybe we can do something in 2023? Do multiple DOT related crosswalks at once so a reroute only has to happen once!

- Manager Update

- America’s Main Street Contest: please be voting daily on multiple devices 25 times a day. Please continue to share this on your social media through Nov 7. Then, it’s cut to top 25
 - Scarecrow Contest – 45 entries! As of right now, more than 1,300 votes cast. Far exceeds previous years’ numbers. Public comments are incredibly positive and Eatonton’s been on the news twice so far this month because of it. Unfortunately, the County doesn’t love it. Paul VanHaute called Lauren directly to let her know that he, the commissioners, the sheriff, and the county clerk are very upset it’s there – calling it “all that junk on the lawn” – and was also upset that Main St hadn’t filed for a permit. Besides the permit issue and the “junk” issue, they are

concerned about security issues at the courthouse and death of grass under installations. Lauren let him know that a permit wasn't needed last year or in prior years; she filled one out and paid \$150.

- Property Updates:
 - 118 N Jefferson: talked with owner last week, issue with employee (Jesse) at People's bank dragging their feet. Realtor is calling them every day. McKenzie will address offline
 - Putnam Finance under new management. Will keep name, looking to get more involved in the community
 - 112 N Jefferson sold for \$160k. Hiring sign has wrong number in the window
 - Ashley's Tanning and Boutique is now open!
 - Georgia Writer's Museum is looking to get someone to rent their building next door for a coffee shop. GWM would be their landlord.
 - 104 W Marion sold for \$100k – vape shop.
 - Brenda's is for sale – needs staffing.
 - Schremmer's (owned by Dudley Horton) – the service station across from People's Bank. Lots of folks are interested in purchasing this. Coffee shop, liquor store, convenience store – we don't really need the latter two. Can we find out how much he wants, and would he be willing to talk with us about only selling to folks with beneficial plans for the property? Will take a LOT to clean this up from an environmental perspective.

- **Façade Grants**

- Southern Delight Cafeteria
 - Motion to award \$1300.00: Amelia
 - Seconded: Joe
 - No discussion
 - Motion passes unanimously 8/0

- **Board News & Announcements**

- Main Street 101 at www.GeorgiaMainStreet.org under "Training" (**Deadline: Oct. 31st**)
- Downtown BASH on Tuesday, October 26th from 5:30pm until 6:30pm at the Georgia Writers Museum, 109 S. Jefferson Avenue
- Mistletoe Market on Saturday, November 13th— volunteers will be needed.

- **Other items**

- Halloween trick or treat will be Saturday, 10/30. PD is supposed to send out official word on this as they set it, and they haven't yet. Plaza is having an event on Friday.
- Aaron's Nails: how can we help them? Let's do a call. Lauren will work to set this up for us ASAP. Xavier knows the daughter of the business owner!

- **Adjournment**

Next Meeting: November 9, 2021 | 6:00pm | The Hut