



Eatonton Main Street Advisory Board Meeting Minutes January 12, 2021

Eatonton Main Street's Mission Statement:

To encourage economic development through preservation of Eatonton's historic and cultural character by using Main Streets' four-point community transformation approach.

Eatonton Main Street's Vision Statement:

Eatonton Main Street will pursue positive steps towards revitalization of the downtown via data collection and analysis, and community engagement, while preserving its historic character.

- **Call to Order at 1:03pm by Lauren Singleton**

- Board Members Present: McKenzie Cardwell, Michael Homeier, Erin Keating, Amelia Logan, and Zavier Reid
- Board Members Absent: Loretta Hampton, Patricia Hurt, and Bevin Landrum (excused)
- City Staff in Attendance: Lauren Singleton
- Guests in Attendance: Paula Benjamin, Trudy Gill, and Buddy Nolan

- **Welcome**

- Lauren welcomed everyone to the Retreat.
- Paula Benjamin welcomed everyone on behalf of the Georgia Writers Museum and gave an update about the museum.
- Trudy Gill welcomed everyone and introduced herself.

- **New Business (see attached notes from facilitator)**

- Review of Mission & Vision Statements
 - New Mission Statement: To preserve and to enhance the historical and the cultural character of Eatonton through economic development.
Motion to approve the new Mission Statement passed: 5/0
 - New Vision Statement: Eatonton Main Street will be thriving and beautiful, rich in culture and heritage, sustained by community support.
Motion to approve the new Vision Statement passed: 5/0

- **Old Business**

- Approval of December Meeting Minutes
 - Motion to approve: Erin Keating
 - Motion seconded: McKenzie Cardwell
 - Motion passed: 5/0
- Board Officers
 - Erin Keating nominated McKenzie Cardwell as Board Chair. McKenzie accepted the nomination. There was no discussion.
Motion to approve McKenzie Cardwell as Board Chair passed: 5/0
 - Erin Keating nominated Zavier Reid as Board Vice Chair. Zavier accepted the nomination. There was no discussion.
Motion to approve Zavier Reid as Board Vice Chair passed: 5/0

- McKenzie Cardwell nominated Erin Keating as Board Secretary. Erin accepted the nomination with the contingency of Patricia or Loretta not being interested in the position.
Motion to approve Erin Keating as Board Secretary passed: 5/0
- Main Street Committees
 - During the Board Retreat, Board Members chose which committees they would like to be part of.
Design: McKenzie Cardwell
Organization: Amelia Logan and Lauren Singleton
Promotions: Zavier Reid
Economic Vitality: Michael Homeier and Erin Keating

- **Façade Grants**

- None at this time

- **Board News & Announcements**

- Lauren reminded everyone to take Main Street 101 at www.GeorgiaMainStreet.org under "Training."
 - Lauren announced that Miss Mac Boutique had opened at 234 N. Jefferson Ave.

- **Adjournment at 5:44pm**

- Motion to adjourn: Amelia Logan
 - Motion seconded: Michael Homeier
 - Motion passed: 5/0