



Eatonton Main Street Advisory Board Meeting Minutes February 14, 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: Michael Homeier, Amelia Logan, Rebekah Esau, TraNell Moore, Shannon Minchey, Rachel Harvey, and McKenzie Cardwell

Board Members Absent: Erin Keating

City Staff in Attendance: Lauren Singleton

Guests in Attendance: Will Deller

- **Call to Order at 6:04pm by Lauren Singleton**

- **Welcome**

- EQ Check-In
- Approval of the Minutes from the January Meeting
 - Motion to approve: Rebekah
 - Seconded: Rachel
 - No discussion
 - Motion passed 6/0

○ Financial Report: Lauren stated that the income from vendor revenues was mostly for the upcoming Magnolia Market & Chalk Walk. The expense under Education is for Lauren's registration for the National Main Street Conference in Boston in March.

- **Old Business**

- Update on Board Vacancies: Lauren stated that there was one vacancy still on the Board. Michael asked how many applications had been turned in. Lauren stated that there was only one other application.
- Update on Wayfinding Signage: Lauren stated that she has emailed GDOT to follow up on the their approval of the wayfinding signage. She received an email back stating:
I received your email with the information I requested. My team and I are reviewing the submitted documents as well as doing some research on the signs that were placed in Madison. We will reach out to you with our findings/recommendations once we complete this investigation. Thanks!
- Update on Downtown Mural: Lauren will be meeting with the muralist in the near future. Rebekah asked if the mural design can be changed or altered due to the comments made by the public. Lauren stated that the new design would have to go through the approval process once again. Lauren also stated that no donations have been made, and she is looking for grants to help pay for the project.

- **New Business**

- Next Rise & Shine Meeting: Lauren stated that the previous Rise & Shine Meeting took place in October and asked the Board if they would like to schedule the next Rise & Shine. The Board

agreed to have the next “Rise & Shine...In Prime Time” in place of the February Accountability Call at El Cazador on February 28th at 6:00pm.

- 2023 Required Training: Lauren stated that National Main Street had reduced their standards for accreditation from 10 down to 6. Georgia Main Street is calling this the “Switch to Six.” Georgia Main Street is requiring that all Main Street Managers and Board Members be trained on the “Switch to Six.” The Board Members who have already taken Main Street 101 need to take the “Switch to Six” webinar before the end of the year. The Board Members who haven’t taken Main Street 101 will need to take Main Street 101 and not the “Switch to Six” webinar. Main Street 101 includes information about the “Switch to Six.”
- Manager Report:
 - #LoveLocal Letters: Lauren reported that Main Street had received 17 letters from the public for 14 different businesses.
 - Property Updates: Lauren went over the list of property updates from the last two years so the new Board Members would be updated.
 - Accreditation Update: Lauren stated that Eatonton Main Street had received their annual accreditation after a presentation to Georgia Main Street in Dublin. McKenzie stated that she enjoyed attending the presentation and learned a lot.

- **Façade Grants**

- None at this time

- **Board News & Announcements**

- Rise & Shine...In Prime Time at El Cazador on Tuesday February 28th at 6:00pm
 - Lumberjaxe Ribbon Cutting & Grand Opening on Wednesday, March 1st at 4:00pm
 - Seuss on the Loose on March 4th
 - Lauren will be sending out an email regarding volunteering at the event.
 - Business Education Expo at the Chamber of Commerce on March 21st at 6:00pm

- **Adjournment at 7:04pm**

Next Meeting: March 14, 2023 | 6:00pm | The Hut