



## **Eatonton Main Street Advisory Board Meeting Minutes September 16, 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, Lacey Cummings, Michael Homeier, Joseph Rainey, Patricia Hurt (via the phone), McKenzie Caldwell (late), and Zavier Reid (late)

**Board Members Absent:** none

**Cit Staff Present:** Lauren Singleton

**Guests Present:** none

- **Call to Order at 6:05pm by Lauren Singleton**
- **Welcome**
  - EQ Check-In
  - Approval of the Minutes from August Meeting
    - Motion: Joe
    - Seconded: Erin
    - No discussion
    - Motion passed 5/0 (Patricia abstained since she was on the phone and did not have the minutes in front of her.)
  - Financial Report
- **Old Business**
  - Update on Board Vacancy: one applicant
    - Have to advertise again for 30 days
    - Erin will follow up with the Mayor to see where this is in procedures or law, as this seems to be a waste of time and money
      - Main St by-laws don't have anything about this
  - Discussion of "Rise & Shine" Meeting
    - Very positive meeting
    - Want to meet on a Saturday quarterly: tentatively December 4
    - Going to concentrate on Aarons first: each committee needs to think about how we could help them. Come together and assemble a plan for them. They have a corner building, it's very important to us. How can we communicate this? Need to contact her daughter > Zavier will work on this. Lauren to send back to the committees.
- **New Business**
  - Sumter Street Design Recommendations

- City should inspire the folks in that corridor: invest in the brick inserts and the island plants, use it as a marketing chip when approaching the building owners
  - Use before and after pictures once things are done
  - We need to execute full court press: writing emails, making phone calls, talk in person, show up and speak at council meetings, etc.
    - Minimizes maintenance, get property owners to show up with us
  - GIC board is trying to bring more housing into Eatonton > they are looking in to beautifying the committee, as well
- Manager Update
  - America's Main Street Contest: you can vote 25 times per day per IP address
  - Scarecrow Contest: 29 scarecrows!!!
  - Property updates: see attachment
- New Main St logo: UGA marketing folks got COVID, they are behind. Will do a conference call next week
- **Façade Grants**
  - The FolksArt: Mercantile and Café
    - Motion to award \$981.18: Joe
    - Seconded: Erin
    - No discussion
    - Motion passes unanimously 7/0 (Patricia abstained since she was on the phone and did not have the information in front of her.)
  - Ashley's Tanning and Boutique
    - Motion to award \$800 for the tinting of the windows: Lacey
    - Seconded: Joe
    - Discussion: Want to help with sign, need a receipt
    - Motion passes unanimously 7/0 (Patricia abstained since she was on the phone and did not have the information in front of her.)
  - Eatonton Chiropractic Clinic – Tim Broyles (property owner) already got a grant last year for the State Farm Office. Board is looking at Eatonton Chiropractic only.
    - Motion to award \$500 for new paint: Erin
    - Seconded: Michael
    - Discussion: Need him to provide a receipt, will award \$500 for painting once that's received.
    - Motion passes unanimously 7/0 (Patricia abstained since she was on the phone and did not have the information in front of her.)
- **Board News & Announcements**
  - Main Street 101 at [www.GeorgiaMainStreet.org](http://www.GeorgiaMainStreet.org) under "Training" (**Deadline: Oct. 31<sup>st</sup>**)
  - Business Education Expo (BEE) on September 21<sup>st</sup> & 28<sup>th</sup> at the Chamber
    - Please come!
    - Get us in the newspaper
    - Need to get thank yous out to the experts
    - Had 10 attendees show, 7 experts
    - Thanks to the Chamber for letting use their facility
  - Registration deadline for the Scarecrow Contest is September 23<sup>rd</sup>
- **Adjournment at 7:46pm**