



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 Xavier 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 > Xavier 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 under "Training" **(Deadline: Oct. 31st)**
 - Business Education Expo (BEE) on September 21st & 28th 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 23rd
 - **Adjournment at 7:46pm**

Next Meeting: October 12, 2021 | 6:00pm | The Hut