



**Eatonton Main Street
Advisory Board Meeting Minutes
April 13, 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: Xavier Reed, Amelia Logan, McKenzie Cardwell, Michael Homeier, Erin Keating, and Lacey Cummings

Board Members Absent: None

City Staff in Attendance: Lauren Singleton

Guests in Attendance: None

- **Call to Order at 6:09pm by McKenzie Cardwell**
- **Welcome**
 - EQ Check-In
 - Team Exercise
 - Approval of the Minutes from March Meeting: Amelia proposed, Xavier seconded – motion passed
 - Financial Report: under Income, see we had ~\$2k. Part from FMB for crosswalk murals, rest of mini golf hole sponsorships. Façade grants: Tim Broyles State Farm from last meeting. Promotions > movie night: rental for screen and projection equipment for both movie nights. Other special events > for the band for the concert in August
- **Old Business**
 - Crosswalk Murals Update
 - Had to reschedule again because of bad weather
 - Paint's arrived
 - Rescheduled to April 24 and 25 for first mural, April 30 and May 1 for second, and May 15 and 16 for the third (weather permitting)
 - Have to get reporting in for GA council for the arts so they can start reimbursing us
 - Traffic control: not busy intersections, working with PD on blocking the intersections so no one gets run over. Barricades will remain up so paint can dry
 - Still need \$2475, city admin won't allow us to do a FB fundraiser, **Lauren to ask if we can do a GoFundMe OR if the city wants to fill the gap.** Final payments due 8/31/21. DDA never got back to us
 - Can we ask Edward Jones > will ask if they'd like to donate
 - Can we ask for 50 "art angels" to help us beautify downtown, solely benefitting the crosswalk murals?
 - 2 movies and a concert: sell concession items to fundraise

- Board Vacancy Update: City Council will appoint at their next meeting

- **New Business**

- Committee Updates

- Economic vitality: got the final letter done to send out to potential speakers on Main St letterhead. Each member of the committee is responsible for reaching out to their assigned area's people. First introductory session: end of May/beginning of June. City said they didn't want us to use the county admin building and suggested we reach out to the Chamber of Commerce to work with them. Michael spoke with Lacey about this, was well received and Lacey was going to speak with them further > she said they're happy for us to use the space and we need to keep Chamber and Main St business separated. Want to be part of it but don't want to blur lines. Can use the space and have to negotiate things on it. Lauren said: treat us like any other client. Lacey: see us as a community partner but we're not a member. They say we're not a member even though the city is a member. They're ready to move forward, need to solidify dates and timeframes because there are other events that occur there as well. Michael: first sessions will be about an hour, 90 mins for the second sessions for all 3 panels. Will likely be after hours, maybe on a weekend. Would like to know the costs we need to cover, and dates that are available. Lacey: general fee needs to be set, and will do base amount with cleaning fee. Don't need to pay for additional insurance. Can use round tables and chairs they provide, or have rows of seats. Can hold 40-50 using social distancing. Can also use the "courtyard" behind the building.
 - Maybe do it on Wed afternoon when many businesses are closed? Audience may not be able to make it if they're working
 - May need to build refreshments into our budget
 - Chamber wants 4-6 weeks notice for each event
 - No AV in house, our committee would have to handle the rest
 - Chamber wants to present "what it means to be a part of the chamber" during the sessions
 - Board likes number 3 logo overwhelmingly – can we use the Eatonton skyline? Chamber has one, will ask if we can use it
- Design: talked about crosswalk murals. Didn't know there was a money gap there. Pressure washing quotes for old sidewalks downtown: got one quote, getting a second this week. Will come out of our budget. Benches and trash cans: how can we get these replaced? Trash cans were fine, benches need help. Do a drive for the benches. Consider not using wooden-slat bottom benches as they rot. Planters – June and December
- Organization: Downtown BASH – have 3 business owners who RSVP'd. Will need board members' help in recruiting attendees. Lauren will send list out. Getting food from Bone Island Grill
- Promotions: promotional material for upcoming events for us to hand out. Almost done with movie licensing for two movies. Concert: booked a band, haven't announced it yet. They're bringing their own sound and lights, play an assortment of music. Night market in June/July – booked a jazz duo to play, called JazzX2. The city is hosting a community clean up day on May 1, open to anyone who wants to clean up the city, meet at city hall at 9am, free hot dogs. Main St and Chamber in Lake Life this month

- Proposed Budget for 2021-2022: lots of discussion, due to time constraints will have a follow up meeting

- Fundraising: will be an ongoing conversation
- **Façade Grants**
 - None at this time
- **Board News & Announcements**
 - Main Street 101 at www.GeorgiaMainStreet.org under “Training”: if you haven’t done it, do it
 - 113 E. Marion Street is under contract: old Artisans Village, looking at axe throwing, 2 guys from Atlanta
 - 0 Oconee Street is under back on the market: variety shop next to Shell Station
 - 101 Oak Street has been leased: trying to figure out who’s leasing it
 - Downtown BASH on April 27th at 5:30pm
 - Downtown Sidewalk Sale on May 8th
- Need to have a second budget/fundraising meeting this week > Lauren will set up
- **Adjournment:** Erin motion, Michael second, unanimous

Next Meeting: Tuesday, May 11, 2021 | 6:00pm | The Hut