



**Eatonton Main Street  
Advisory Board Meeting Minutes  
June 8, 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, Xavier Reid, Lacey Cummings, Michael Homeier, and McKenzie Caldwell

**Board Members Absent:** Erin Keating, Joseph Rainey, and Patricia Hurt

**City Staff Present:** Lauren Singleton

**Guests Present:** None

- **Call to Order at 6:04pm by Lauren Singleton**
- **Welcome**
  - EQ Check-In
  - Team Exercise: No team exercise was conducted.
  - Approval of the Minutes from May Meeting
    - McKenzie motioned for approval
    - Michael seconded for approval
    - No discussion
    - Minutes approved: 5/0
  - Financial Report
    - Lauren discussed the financial report for the month of May. The miscellaneous income was from vendor fees and the grant money from the Georgia Council for the Arts. The money spent under Design was to pay for the muralist and her assist for the crosswalk murals.
- **Old Business**
  - Board Vacancy Update
    - Lauren stated that no one has applied for the one board vacancy. Lauren encouraged the board members to contact people in the community that may be interested in being on the board and ask them to apply.
  - Arts & Entertainment District
    - Lauren stated that none of the businesses were interested in using the green "to-go cup" for the event on Saturday, June 10<sup>th</sup>.
- **New Business**
  - Committee Updates
    - Lauren led a discussion regarding the Main Street Work Plan and the status of each committee.

- Organization: Surveys to business owners and the public are ongoing; Main Street was unable to have a table at the Dairy Festival in 2021 since it was cancelled; The weekly merchant newsletter goes out every Monday and is ongoing; The Downtown BASH was created for merchants to get to know each other and is ongoing; The merchants are surveyed after events to see how their sales were and this is ongoing.
- Economic Vitality: The Business Education Expo (BEE) is still being worked on and coordinated.
- Design: The crosswalk murals are complete; A butterfly mural pressure washing sidewalks, and new benches need to be added to the work plan.
- Promotions: An event is taking place each month but needs to have a theme for merchants to decorate their windows; Social media is ongoing; New events are taking place and it's ongoing; A map of downtown is in the process of being created; A list of buildings for sale and for lease are on the Main Street website and the list is continuously updated; A downtown business directory has been completed; Welcome packets for new businesses have been completed.
- July Meeting
  - Due to the upcoming Business Education Expo on July 13<sup>th</sup> (which is when the next Advisory Board Meeting is scheduled), the next board meeting would need to be rescheduled to Thursday, July 15<sup>th</sup>.
- **Façade Grants**
  - None at this time
- **Board News & Announcements**
  - Main Street 101 at [www.GeorgiaMainStreet.org](http://www.GeorgiaMainStreet.org) under "Training"
  - Happy Nails (101 S. Oak Street) is open with new management and new owners
  - 104 W. Marion Street (next to Papa John's) is under contract
  - Movies & Makers on Saturday, June 12<sup>th</sup>
  - Movies & Makers on Saturday, July 10<sup>th</sup>
  - Business Education Expo at the Chamber on July 13, 20, 27 from 6:00pm-8:00pm each night
  - Downtown BASH on Thursday, July 29<sup>th</sup> at 5:30pm (Location TBD)
- **Adjournment at 7:07pm**
  - Motion by Michael
  - Seconded by Amelia
  - Motion passed 5/0

**Next Meeting: July 2021 | 6:00pm | The Hut**