



## Eatonton Main Street Advisory Board Meeting Agenda November 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:** Rebekah Esau, TraNell Moore, Amelia Logan, Rachel Harvey, Shannon Minchey, McKenzie Cardwell, Francisco Aguirre, Michael Homier

**Board Members Absent:** None

**City Staff in Attendance:** Lauren Singleton

**Guests in Attendance:** None

- **Call to Order at 6:02pm**

- **Welcome**

- EQ Check-In
- Approval of the Minutes from the October Meeting
  - Motion to approve by McKenzie, Seconded by Shannon
  - Motion passed 8/0
- Financial Report
  - Income: Magnolia Market vendor fees, Chamber Sponsorship for advertising for Concert Series & BBQ Blues, Stage rental by Lumberjaxe
  - Expenses: Larger expenses included Hispanic Heritage Month, October Lunch Concert, 2024 deposits for BBQ & Blues & Concert Bands: July, Aug, & Sept, and smaller unexpected expense of 31024 umbrellas for City Councilmen

- **Old Business**

- Design Concept for S. Jefferson Ave./S. Oak Street
  - Now in the hands of City Council along with the Sumpter Street Design Concept, which they have had since 2017
- Update on Wayfinding Signage
  - As a result of the Hometown Connections meeting with our state representatives, GDOT finally responded. The GDOT point of contact was assigned to assist Lauren in the final stage of the approval which includes the permitting process.

- **New Business**

- Grand Marshal for Christmas Parade
  - Nominations included Crossroads Baptist Church & New Life (Francisco), Georgia Smith & Mothers Against Crime (Shannon & Rebekah), Glenda Ridley (Rachel), & Blackwells Furniture (Lauren)
  - Blackwells Furniture won the vote with Glenda Ridley coming in second
- 2024 Board Officers
  - Rebekah accepted remaining as Vice Chair & Rachel accepted remaining as Secretary
  - Rebekah nominated Shannon & Rachel nominated TraNell as Board Chair
  - Motion made by Rebekah for Shannon to be Chair, seconded by Amelia
  - Motion passed 6/0

- Review of 2023
  - Rainy by fun year. Had to reschedule Magnolia Market & Mistletoe Market due to rain. Glassblower is still coming to Mistletoe Market & 70/125 vendors still attending. Lauren is looking into some indoor venue options for the future.
  - El Cazador got liquor license issues resolved & back on top of business
  - Lumberjaxe & Sylvia's grand openings
  - Energy & vibe of downtown Eatonton at it's highest since pre-Covid, probably higher than pre-2020
  - Hispanic Heritage Month was a hit
- **Façade Grants**
  - None at this time.
- **Board News & Announcements**
  - Rescheduled Mistletoe Market on Saturday, November 18<sup>th</sup> from 10:00am until 3:00pm
    - Volunteers will be needed to help load in vendors from 7:45am until about 10:00am.
    - Rachel, Shannon, TraNell, & McKenzie volunteered
  - Thanksgiving is November 23<sup>rd</sup>.
  - Small Business Saturday is November 25<sup>th</sup> #shopsmall
  - Christmas Parade is Saturday, December 9<sup>th</sup> at 1:00pm.
  - Christmas Parade After Party is Saturday, December 9<sup>th</sup> from 2:00pm until 5:00pm at the Stage
    - Volunteers will be needed on Saturday, December 9<sup>th</sup> for the parade and the After Party
      - 11:00am-1:00pm for the Parade (1-2 volunteers needed to line up the parade)
      - 10:30am-2:00pm for the After Party (3-4 volunteers needed to load in vendors)
  - Don't forget about your required training: [www.GeorgiaMainStreet.org](http://www.GeorgiaMainStreet.org)
    - Main Street 101 is \$75.
    - Switch to Six Webinar is free!
    - **Deadline: December 31<sup>st</sup>**
- **Adjournment at 6:58pm**

**Next Meeting: December 12, 2023 | 6:00pm | The Hut**