



Eatonton Main Street Advisory Board Meeting Agenda February 11, 2025

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: Shannon Minchey, Rachel Harvey, Oscar Parham, Erin Chomiak, TraNell Moore

Board Members Absent: Rebekah Esau, Michael Homier

City Staff in Attendance: Lauren Singleton

Guests in Attendance: None

- **Call to Order at 6:07pm**
- **Welcome**
 - EQ Check-In
 - Approval of the Minutes from the January Retreat
 - Motion to approve by Shannon, seconded by Oscar
 - Approved 5/0
 - Financial Report
 - Expenses: October Lunch Concert (band booked), BBQ & Blues (sound & lights deposit)
- **Old Business**
 - Review of the Rise & Shine Meeting
 - Review of Workplan
 - 4 Questions: use QR code as a backup to consistently missing the owner when visiting in person to have a conversation, can leave QR code after several attempts
 - Will add “preferred communication” to the list of questions to make 4 total questions
 - Will need to get Festival of Trees event approved by City Council before moving forward, so we will not be added that question
 - These visits will be taking the place of business pop ups
 - Lauren will update the list of businesses and Eric will create a Google sheet to share with everyone to track contact (4 questions) with each business
 - Don't forget to wear your purple shirt & take Main Street “business cards” to leave when visiting businesses
 - Best time for visits is probably 10am or 2pm (pick a slow time of day for the business)
 - City may not approve spring Yoga classes. They have stated in the past that they do not participate in “recreational activities.”
 - Farmers & Vintage Market may be an option for next year, but we must consider the day of time of markets in surrounding area. Thur from 4pm to 7pm may be a good day and time (bi-weekly?)
 - Remove “Every board member contact 3 businesses a month” from the work plan. We will focus on the 4 questions for the next several months then determine how to move forward with Building Relationships.
- **New Business**
 - Adopt-A-Planter
 - M'ville shared their info on Adopt-A-Planter that we can duplicate

- Currently have 14 box planters, would like to add pots on corners of each downtown intersection & some window boxes
 - Participants will have the option of which planter they would like to adopt, including the cost of purchasing a new pot or window box
- Manager Report
 - #LoveLocal Letters
 - 25 received so far (deadline is Friday the 14th)
 - Property Updates
 - 125 S. Jefferson Avenue (formerly Nina's Beauty Supply) is for sale for \$349,900, which is a decrease from \$399,000
 - 321 S. Jefferson Avenue (the Dairy Building) is for rent for \$6,000 in addition to being for sale
 - 115-117 S. Jefferson Avenue decreased the sale price down to \$450,000 (former price was \$550,000)
 - 207 N. Jefferson Avenue decreased the sale price down to \$339,000 (former price was \$350,000)
 - Luxe Braid Bar will be closing at the end of February at 108 N. Jefferson Avenue
 - Will be listed for lease for \$1,000 per month (600 sq ft)
 - Merrily Monroe Boutique and All Southern Industrial Supply will be closing at 201 E. Sumter Street on April 21, 2025
- **Façade Grants**
 - None at this time
- **Board News & Announcements**
 - Next Accountability Call on Tuesday, February 25th at 6:30pm
 - Voted to cancel since next board meeting will be the following week
 - Seuss on the Loose on Saturday, March 1st at 9:00am at the Elementary School
 - Grand opening of SIPS 31024 on Saturday, March 1st
 - Business Education Expo (BEE) on Tuesday, March 11th at 6:00pm at the Chamber of Commerce
 - Don't forget your 2 hours of training!
- **Adjournment at 7:11pm**

Next Meeting: March 4, 2025 | 6:00pm | The Hut