



Eatonton Main Street Advisory Board Meeting Minutes February 9, 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: Michael Homeier, Amelia Logan, McKenzie Cardwell, Erin Keating, Bevin Landrum, and Patricia Hurt

Board Members Absent: Xavier Reid and Loretta Hampton

City Staff in Attendance: Lauren Singleton

Guests in Attendance: Joseph Rainey

- **Call to Order at 6:02 by McKenzie Cardwell**

- **Welcome**

- Approval of the Minutes from January Retreat
 - Erin made a motion to approve, Amelia seconded: passed unanimously
- Financial Report
 - Financials we see show negative but it's all for the "old" account. We're ok! City Manager directed Lauren to spend the money in the "old" account
 - Working to set up new budget for the upcoming fiscal year next month
 - Large education expense is Lauren's certification program
 - Shop local is the large "welcome to downtown Eatonton" packet
 - Networking, Outreach is for the small pamphlets
 - Bevin would like to have board members write notes to folks Lauren is mailing out information to for an additional personal touch
 - Lauren does cold calls/emails trying to get new folks here in town

- **Old Business**

- Review of Board Retreat
 - Board members really enjoyed it; thought it was constructive
 - Quick review of "shapes" quiz from the retreat
- Complete 2021 Work Plan
 - Based off the retreat, there's a work plan for each committee
 - During your next committee meeting try to fill this out as much as possible and get it back to Lauren by the next board meeting in March
 - Lauren will email this out so we can type directly in the document
- Shopping & Dining Guides
 - Lauren designed all of our new materials; board loves them
 - Already over at the Chamber and on display at City Hall

- Putting them up at the Plaza would be a good idea once things are back to normal
- **New Business**
 - Crosswalk Murals
 - Need to vote on 3 out of the 4
 - Everyone likes 3 and 4
 - Would like to have one of the first 2 in a brighter palette
 - Voted on 1: Lauren will follow up with the artist to ask for different colors for option 1
 - Second week of March for installation
 - Lauren will go before City Council next week for approval
 - Classes for Merchants
 - Want to do one a quarter
 - Whether online or in person will depend on the number of people who want to attend/COVID
 - In the survey, they were asked if they were interested in taking classes. Only 13 out of 80 potential respondents answered, and all said yes, depending on the topic
 - Bevin suggested we divide the 67 merchants who didn't respond up between the board members and have them reach out to the merchants. Reopen the survey for an additional week to see if we can get more respondents
 - Process: Lauren to divvy up merchants, assign board members to each batch
 - Board members will call merchants to tell them about the survey and ask for their input. Once they've spoken to the merchant the board member will send the survey to them
 - If we don't hear back by day 6 we can call again
 - Joseph to write a script for us to use
 - If they say they're too busy, offer to take their responses over the phone or ask a good time to call them back
 - This is part of the Economic Vitality Committee's responsibility
 - Committee Updates
 - Design met
 - Trying to help out Popeye's, and Maxway parking lot is being addressed by code enforcement
 - Discussed how they'd like downtown to look: continuity, clean/uncluttered, visually attractive
 - Uniform signage: maybe have hanging signs to see them better? Want to see into windows
 - Want to see color scheme, height of signs/awnings, etc.
 - Want to pursue getting guidelines put in place
 - Sidewalks: phase 2 is underway now. Phase 3 is Maggie Lane to Nina's. Phase 4 is Aaron's down to the old bank. Want to see them all fixed up sooner rather than later
 - May meet every other week
 - Economic Vitality met
 - Bevin will be joining this committee
 - Will meet the first and third Tuesdays of each month at 6pm
 - Reviewed priorities set from the retreat; decided to work one at a time and if we find we can multitask then we'll do so

- First item to tackle: panel of business experts to present to the community, followed by mini panels allowing each expert the ability to delve more into detail, and handle Q&A
- Committee had a question to bring to the board: how do we meet the needs of our diverse community with these panels?
 - Decided: 1) will ask each business invited to provide stats on their minority clients, and what (if any) plans they have in place to help minority business owners. 2) Will have 3 of the large panels to allow for a variety of professionals meeting different needs
- Promotions meeting is on Thursday
- Organization hasn't met yet, and no meeting scheduled

- **Façade Grants**

- None at this time
- Can we target businesses who need help and fill it out for them? Yes
- Can we work with businesses to paint their facades? Yes

- **Board News & Announcements**

- Main Street 101 at www.GeorgiaMainStreet.org under "Training"
- 2020 Community Impact Report
- Flawless Apparel & Customs and Eat-A-Ton Café have opened
- El Cazador reopened on February 8th
- Main Street Resiliency Grant application closes February 19th
- America's Main Street Contest begins February 24th

- **Adjournment at 7:42pm**