



Eatonton Main Street Advisory Board Meeting Minutes March 8, 2022

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: McKenzie Cardwell, Michael Homeier, Amelia Logan, Rebekah Esau, Joseph Rainey (via phone), and Lacey Cummings

Board Members Absent: Xavier Reid and Erin Keating

City Staff in Attendance: Lauren Singleton

Guests in Attendance: Janice Westfall

- **Call to Order at 6:00pm by Lauren Singleton**
- **Welcome**
 - EQ Check-In
 - Approval of the Minutes from the February Meeting
 - Motion to approve: Michael
 - Seconded: Joey
 - No discussion
 - Motion passed 6/0
 - Financial Report: the \$300 in income was due to vendors registering for upcoming events. The \$224.69 in Unexpected Expenses was for the items given away during Seuss on the Loose. Lauren stated that she was not aware that Main Street would be involved in that event.
- **Old Business**
 - Updates on Projects
 - Downtown Mural: Artist Janice Westfall presented 2 of the 5 ideas that she had come up with for a downtown mural. Janice stated that she wanted the mural to be unique, simple and positive. Janice said that putting the mural on panels would be easy for her to do; however, there would be an additional cost to purchase the material for the panels. Janice stated that she had a third option that she had considered, but she did not bring a drawing with her. Lauren asked if she could email the third option to McKenzie by the next board meeting so the board could consider all 3 options together.
 - How To Start a Business Guide: Lacey stated that she met with Lauren and Michael from the Chamber regarding creating a guide for potential new business owners. They looked at what had been created in the past and start outlining what information should be in the new guide.

- Chalk Walk: Amelia stated that she and Rebekah had been working with the High School art teacher on getting the students involved in the Chalk Walk. Amelia stated that she is unable to get the Middle School art teacher to commit to the Chalk Walk.
- Board Vacancy: Lauren reported that there have been two applicants for the board vacancy: Lyndsey Heiber and Shannon Minchey (manager of the Artisans Village Art Gallery). Lauren is unsure when the City Council will vote on approving one of those applications.

- **New Business**

- Meeting with Government Officials: After sharing with the board that it may be difficult getting the government officials in one room, Lauren suggested removing this item from the work plan for this year. The board agreed that a meeting with all government officials is very important in building better relationships. McKenzie suggested having a less formal meeting and sharing the annual community impact numbers with the government officials. The board agreed to a less formal meeting to take place in January 2023.
- Manager Update
 - Upcoming Events: Lauren stated that about 25 vendors have registered for the Magnolia Market in April. Lauren went through the calendar of events for the year. She stated that she had reserved the movies for the 2 movies nights: Soul and This Christmas. Also, the band for the August concert had been booked: Kasper and the 911 Band. Lauren stated that she had reserved a wood carver to do a demonstration during the Mistletoe Market in November.
 - Property Updates: Eat-A-Ton Café business has been purchased, but an opening date is unknown. Unsure if 101 N. Washington Avenue (the old jail) did sell. 105 S. Jefferson Avenue has been renovated into Reyfresh Beauty Salon, but an opening date is unknown. 114 W. Marion Street sold for \$75,000. Asbury Management bought Putnam Finance Company (the business) but did not want to own the building anymore. Putnam Finance Company will remain in the building as the tenant. Delay with the Axe Throwing business due to a real estate transaction.

- **Façade Grants**

- Georgia Writers Museum: The museum applied for a grant to purchase a new awning for their building. The museum requested \$750 in the form a façade grant.
 - Motion to approve: Amelia
 - Seconded: Joey
 - Discussion: Michael recused himself from the vote since had just recently been named a member of the museum's board. Lacey asked if a nonprofit had been given a façade grant in the past. Lauren said that the Chamber received a façade grant when they opened on W. Marion Street.
 - Motion passed 6/0

- **Board News & Announcements**

- Business Education Expo (BEE) on March 15th and March 22nd at the Chamber
- Accountability Call moved to Thursday, March 24th due to the BEE
- Lauren thanked Rebekah's Leadership Class for their participation at Seuss on the Loose. They did a fantastic job painting faces.

- **Adjournment at 7:30pm**