



**Eatonton Main Street
Advisory Board Meeting Minutes
March 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: Patricia Hurt, McKenzie Caldwell, Amelia Logan, Michael Homeier, Erin Keating and Xavier Reid

Board Members Absent:

City Staff in Attendance: Lauren Singleton

Guests in Attendance: Lacey Cummings and Joseph Rainey

- **Call to Order at 6:03 by McKenzie Cardwell**
- **Welcome**
 - Approval of the Minutes from February
 - Erin made a motion to approve, Michael seconded: passed unanimously
 - Financial Report
 - Minimal changes. A bit of income for February > a few of Lauren's classes got cancelled due to low enrollment, refunded money
- **Old Business**
 - Crosswalk Murals Update
 - Were supposed to start last Friday, delay on paint shipment arriving shipping paint (was supposed to arrive this week); still delayed
 - Muralist will make Option 1 more vibrant
 - Matching funds: not complete. DDA ask is outstanding; \$1,500. Got \$2,500 from FMB, need another \$2,475. People's turned us down once, Joey was going to talk to them
 - Should we put out a fundraiser on FB? Lauren to talk to a few other folks before we go FB route
 - Volunteers for mural: once she knows the dates of install she'll let us know. Peaceful Purpose may help here, too
 - Classes for Merchants
 - Sent out a list for folks to call to follow up about the poll
 - Low turnout: grab top 3 from responses we got, have Economic Vitality Committee work to get them in their events
 - 2021 Work Plan
 - Waiting on 2 committees > design and econ vitality
- **New Business**
 - Committee Updates
 - Economic Vitality: meeting tomorrow

- Design
- Walked around buildings on Sunday. Biggest thing > good cleaning. pressure washing, clean windows, signage would make a huge positive impact
- Pink building across from Blackwell's is a nightmare, just a shell. **Can we at least get code enforcement to secure it?**
- Sidewalk cleaning: Gary would like us to get some quotes from pressure washing companies. **McKenzie and Lauren will work on this**
- Side of building at Aaron's needs some help
- Flowers by State Farm (in the back): need to be kept up, need drought-tolerant plants there. Sidewalk edging needs to be done
- Parking lot that chamber rents out and that alley, etc.: owned by a LOT of people. would like to get it cleaned up. There's work currently being done by EPSWA which is part of the streetscape hold up. **Lauren to talk to Lyn Romine and research who owns all that**
- Promotions: talked about events downtown to get things back to normalish.
 - Mini golf, sidewalk sale, movies and makers, Xmas in July, Makers and Music, Mistletoe Market, parade and Santa
 - "Why do you love downtown Eatonton" project: only gotten 5 responses. Want to take these responses and turn it in to a marketing campaign > do a video with them, could use their quote. Need to get the love out there. Will bug city council to do this, need our board to do it too
- Organization
 - Want to do something with downtown business owners to get them together as a social event, not a meeting. more prone to come to a social event
 - Something after 5 at the stage, will be outside, social distance. want to do April/May
 - Want a volunteer recruitment event at the stage. Concern > local talent pool has a bad reputation for not wanting to work as waiters. If we can't get work to PAY them, how are we going to get people to volunteer?
 - Lauren met with Maggie: workforce development is in the works and we can take this off our plate. **Can we ask the high school if they'd get school credit in addition to being paid to work in a restaurant downtown? Can we establish a partnership with the owners to make it a GOOD experience, not just bodies in holes?**
- Board Vacancy
 - Filled by Lacey. But, we now have 2 vacancies. Loretta Hampton can't make meetings anymore. Bevin resigned, husband transferred to PA
- **Façade Grants**
 - Tim Broyles-State Farm Insurance: approved
- **Board News & Announcements**
 - Main Street 101 at www.GeorgiaMainStreet.org under "Training": if you haven't already done it, please do it soon
 - Main Street Now Conference—April 12-14: discounted \$50 price ends 3/22. Can the board split it up and attend different ones and report back together? Board members can also come and sit in with Lauren in the office. **Let Lauren know if you're interested in either option**
 - Popeye's temporarily closed: not sure why or when they'll reopen
 - Regio Servicios has opened at 207 Oak Street, across from Uncle Remus Museum. It's a clothing shop
 - The building where the former Briar Patch Office Supplies was located was purchase by the same people who bought the Rocking Horse building

- Artisans Village Warehouse is up for sale
- **Adjournment**
 - Amelia made a motion to adjourn, Michael seconded. Passed unanimously.

Next Meeting: Tuesday, April 13, 2021 | 6:00pm | The Hut