



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 Zavier 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?**
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- 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 purchased 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