



Eatonton Main Street Advisory Board Meeting Agenda October 8, 2024

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: TraNell Moore, Rachel Harvey, Erin Chomiak (call-in), Rebekah Esau (call-in), Oscar Parham (late/call-in)

Board Members Absent: Michael Homier, Shannon Minchey

City Staff in Attendance: Lauren Singleton

Guests in Attendance: None

- **Call to Order at 6:05pm**
- **Welcome**
 - EQ Check-In
 - Approval of the Minutes from the September meeting
 - Motion to approve with the correction of Erin being late/present: Rebekah
 - Second: TraNell
 - Motion passed 4/0
 - Financial Report
 - Income: Vendor Fees (Mistletoe Market & Christmas), Scarecrow Contest Entries, Sale of Cups (El Cazador)
 - Expenses: Pressure Washing Sidewalks, Façade Grant (Dr. Miller), September Concert (Band), October Concert (Band), June Concert (Band – Deposit), July Concert (Band), An Evening in Eatonton (Advertising & Guitarist)
- **Old Business**
 - Review of the Workplan
 - Lauren reported on Priority 5: new planters are being purchased for the corners of downtown & she is working on applying for a grant to pay for them
 - Erin reported on Priority 1: she and Oscar are trying to get a meeting scheduled with Teresa Doster
 - Rachel reported on Priority 3: she attended the EPTAHP meeting. Main takeaways were Maggie's official last day as Chamber President was announced as January 16, 2025, and the Chamber is working on a project of projecting Ghosts of Eatonton onto the courthouse for Halloween.
 - Update on Business Visits
 - Erin spoke with the owners of Bessie's
 - Agenda for Rise & Shine Meeting
 - Sponsorships & job fair
 - Lauren reported that Harley Davidson (Sacramento), AT&T Corp, & State Farm Corp have all said "No" to sponsorships
- **New Business**
 - Best of Georgia Nomination
 - Can vote once per day until Oct 31 (see handout)

- Christmas Lights
 - Snowflake lights need to be checked for dead bulbs and replace bulbs. Need to be done before Veterans Day. Lauren will follow up with an email to pick a date.
- Manager Report
 - An Evening in Eatonton
 - Change of date, hurricane aftereffects, and chemical fire in Covington all had a negative effect on the attendance.
 - Will try again for Christmas and hope for a better turn out
 - Scarecrow Contest & Showcase
 - 28 entries (13 businesses/15 non-businesses) – all are out except for 3 of them.
 - Goal was to have 30 entries.
 - 2000 votes have been cast so far – need more business votes (only 150 so far)
 - Deadline to vote is Oct 31. Winner announced on Nov 1st
 - Homework Assignment
 - See attachment for Main Street America Community Self-Assessment Tool
 - Complete by next board meeting and be prepared to discuss
 - Lauren will send out a follow up email with all the details
 - Property Updates
 - 108 & 110 N. Jefferson Avenue sold to Colonial State Holdings on September 30
 - Goldie & Co. closed on September 28
 - 109 N. Madison Avenue sold to Red Dog Creative
- **Façade Grants**
 - Colonial State Holdings
 - Motion to approve \$1,500 façade grant: Rachel
 - Second: Erin
 - Motion passed 5/0
- **Board News & Announcements**
 - Business Pop-Up/Rise & Shine Meeting...In Prime Time will take place on Wednesday, October 16th at 5:30pm at El Catrin
 - No Accountability Call in October
 - Lunch Break Day Party will take place on Friday, October 25th from 11:00am until 1:00pm at the Eatonton City Center Stage
 - Eatonton Mistletoe Market will take place on Saturday, November 9th from 10:00am until 3:00pm
 - 4-5 volunteers will be needed to help load in vendors from 7:45am until 9:45am
 - 3-4 volunteers will be needed to help clean up and move trashcans from 2:30pm until 4:00pm
 - SAVE THE DATE: Christmas in Eatonton on Saturday, December 14th
- **Adjournment at 6:52pm**

Next Meeting: November 12, 2024 | 6:00pm | The Hut