



Eatonton Main Street Advisory Board Meeting Agenda May 14, 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, Oscar Parham, Shannon Minchey, Eric Chomiak, Rachel Harvey, Rebekah Esau, Michael Homier, Francisco Aguirre

Board Members Absent:

City Staff in Attendance: Lauren Singleton

Guests in Attendance: Buddy (Maggie Lane)

- **Call to Order at 6:01pm**
- **Welcome**
 - EQ Check-In
 - Approval of the Minutes from the April meeting
 - Motion to approve: Shannon
 - Second: Oscar
 - Motion Passed 5/0
 - Financial Report
 - Income: BBQ vendors & Peaceful Purpose city stage rental
 - Expenses: Travel to Perry, BEE advertising, Magnolia Market & BBQ advertising & port-a-potties, June Concert advertising, Unexpected Expense (Polo Shirts)
- **Old Business**
 - Review of the Workplan
 - Oscar & Erin have met with John Reid, Millie, Chip, Gorley, and Matt (PDA) so far and are continuing to attend City Council meetings
 - Michael & Rachel continue to attend EPTAHP meetings without voting seat, need to plan a presentation for the ministerial group & civic groups (determine presidents & meeting times), Civic groups include Pilot, Elks, Lions, Kiwanis, Rotary, American Legion, VFW, & Masons, & ask leadership HS classes to make more videos
 - Update on Business Visits
 - Breakfast BASH next week: state of Main Street, GA Trust Expedition, Evening in Eatonton
 - Review of Field Trip to Downtown Perry
 - Shannon liked the focus on a few large/revenue generating events rather than several small ones
 - Francisco was impressed with the AI people tracker & their dynamic website
 - Erin liked the idea of DDA member & Main Street member overlap & separation of Main Street events versus City events (Lauren must manage both)
 - Rachel agreed about DDA & MS member overlap, but Lauren state the MS bylaws would have to be revised to require this, group agreed it would benefit MS to allow for a DDA seat & business owners in downtown regardless of their residency
 - Rachel brought up the opportunity to expand Halloween on Madison Ave, Rebekah recommended that her leadership class create a map to extend down Madison Ave & include surrounding streets like Magnolia

- **New Business**

- Historic Preservation Month
 - Hannah (tourism) & Lauren collaborated to create window clings of old fire insurance maps to hang in downtown businesses (dated 1884 to 1921)
- The Georgia Trust's Expedition
 - Ideas of how Main Street can contribute (expecting 500-600 visitors for one day): Main Street SWAG bag to include water bottle & Downton business coupons (will discuss with business owners at the Breakfast BASH), Shannon mentioned an artist would could draw/paint the courthouse to enter into a drawing for a giveaway prize to visitor, can test run business specials during Evening in Eatonton
- Manager Report
 - Event Recap: Magnolia Market, Day Party, and BBQ & Blues Festival
 - 1500 in attendance at Magnolia Market, 469 at Day Party, & 1500 at BBQ
 - BBQ was in the red by \$26,632 (significant losses every year the past 3 years)
 - Property Updates
 - Kina's Krazy Kreations has opened at the former Eat-A-Ton Café
 - 118 W. Marion Street (formerly Scrub Up) has been leased to The Worker's Wellness Clinic
 - Opening in June
 - 108 & 110 N. Jefferson Avenue is for sale for \$425,000
 - Vacant lot next to the old Creamery sold for \$34,000
 - A warehouse will be built for Taylor Event Designs
 - Vacant lot next to Piggly Wiggly sold for \$24,000
 - The former Popeye's building will become Tasty Wings & Seafood
 - Opening date TBA
 - 112 N. Jefferson Avenue (Tipsy Turtle Bar & Grill) building is under contract
 - 113 N. Jefferson Avenue (the former Rabbit's Hole) building is under contract
 - 321 S. Jefferson Avenue (the old Creamery) has increased the listing price from \$799,000 to \$899,000
 - Nina's Beauty Supply will be closing in early September
 - The owners have decided to retire after 35 years in business (15 years in the downtown location).
 - The plan on putting the building on the market later in the summer
 - The building is 5800 square feet

- **Façade Grants**

- Seeking Slow Interiors
 - \$177.12 – Motion to approve: Michael, Second: Erin, Passed: 7/0
- The Worker's Wellness Clinic
 - \$131.20 – Motion to approve: Francisco, Second: TraNell, Passed: 7/0

- **Board News & Announcements**

- The Arts Barn will be hosting their "Coffee House" on Friday, May 17th at 7:00pm at the Eatonton City Center Stage
- Downtown BASH on Tuesday, May 21st at 8:30am at the Chamber of Commerce
- Memorial Day is Monday, May 27th; All City of Eatonton offices will be closed.
- Accountability Call on Tuesday, May 28th at 6:30pm
- Dairy Festival on Saturday, June 1st from 9:00am until 5:00pm
- Downtown GetDown Concert on June 8th at the Eatonton City Center Stage. Vendors open at 6:00pm and the music starts at 7:00pm. Band: Hughes Taylor (Blues/Rock)
 - 1-2 volunteers will be needed for the Band Hospitality at City Hall from 5:00pm until 8:30pm
- Juneteenth is Wednesday, June 19th; All City of Eatonton offices will be closed.
- An Evening in Eatonton on Thursday, June 27th from 5:00pm until 8:00pm

- **Adjournment at 7:42pm**

Next Meeting: June 11, 2024 | 6:00pm | The Hut