



## Eatonton Main Street Advisory Board Meeting Minutes April 15, 2025

*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:** Shannon Minchey, TraNell Moore, Rebekah Esau, Erin Chomiak, Laura Gardner, Rachel Harvey (by phone), Amanda Cabe, Oscar Parham, and Kelsie Merritt

**Board Members Absent:** None

**City Staff in Attendance:** Lauren Singleton

**Guests in Attendance:** None

- **Call to Order at 6:04pm**
- **Welcome**
  - EQ Check-In
  - Approval of the Minutes from the March meeting
    - Motion to approve: Shannon
    - Seconded: Rebekah
    - No discussion
    - Motion passed 9/0
  - Financial Report: Lauren stated that the vendor fees were a combination of the Magnolia Market and the BBQ & Blues Festival vendor fees.
- **Shannon's Report**
  - Shannon discussed her experience at the National Main Street Conference in Philadelphia. She stated that she really enjoyed the mobile tour of Downtown Media, PA.
- **Old Business**
  - Review of the Workplan: Lauren congratulated Erin and Oscar for finishing up their individual meetings with the City Councilmembers, and she asked them to present their results at the next Advisory Board meeting in May.
  - Update on Business Visits: no updates
  - Adopt-A-Planter Program: Lauren thanked Amanda for her assistance with finding sponsors for the planters. The majority of the planters have sponsors. Watering the planters is an issue due to the lack of functioning water spigots.
- **New Business**
  - Christmas Open House: Lauren was approached by Sara of Maggie Lane about including all of the downtown retail businesses in a Christmas Open House on the second weekend in November. Lauren spoke with the other retail businesses, and they are interested. The Board agreed that this would be a good thing to get involved in since it coincides with the Mistletoe Market.
  - An Evening in Eatonton/Farmer's Market: Some of the businesses mentioned that the hours for An Evening in Eatonton are too long. It was decided to change the hours for September and December to 4:00pm until 7:00pm due to the days getting shorter. March and June will stay from 5:00pm until 8:00pm due to longer days. Erin will be taking the lead in creating a mini Farmers Market for An Evening in

Eatonton in June. The purpose will be to test and see if Eatonton would like to have a regular Farmers Market.

- 2025-2026 Budget: Lauren presented a draft of the new budget. The proposed budget included income from the Festival of Trees and also an increase in the City funding. The Board asked to receive a new quote for the pressure of the sidewalks since the current fee is too high. An Evening in Eatonton was included in the proposed budget since it was not included in the previous budget. Also, Candy Mania and Festival of Trees were included as expenses in the budget. Expenses for the concerts and the BBQ & Blues Festival stayed the same.
- May's Advisory Board Meeting: Due to an in-person training that Lauren will be attending at the Pax Theatre in Atlanta, the May Board meeting will be moved to May 6, 2025. The name of the training is "Gen-ergy: Powering Up Cross-Generational Communication for Main Street Success." Lauren asked if any of the Board members would like to attend the training. Amanda stated that she would like to attend.
- Manager Report
  - Magnolia Market & Chalk Walk: Lauren said that the majority of the vendors were pleased with their sales. Attendance was lower than previous years due to other events taking place in the area. The artwork created by the chalk artists was beautiful.
  - BBQ & Blues Festival: Lauren stated that everything is ready for the BBQ & Blues Festival. She asked if anyone would be able to volunteer on the day of the event.
  - Property Updates:
    - Salty Claw Seafood Kitchen has closed at 107 S. Oak Street.
      - Currently, there is another business considering opening in that location.
    - 200 S. Oak Street (the former pawn shop) sold for \$200,000
      - The new business will open in September/October 2025.
    - 100 N. Washington Avenue (the former jail) sold for \$310,000.
    - Essential Bowls opened at 110 N. Jefferson Avenue.
      - The largest grand opening the business has ever had.
    - La Reine Belle opened at 108 N. Jefferson Avenue.
    - Businesses wanting to open in Downtown Eatonton:
      - Attorney's office
      - Acai bowls & yoga studio
      - Candles & clothing
      - Event venue
  - Accreditation Update: Lauren presented the annual accreditation update. Eatonton Main Street has been reaccredited as a Classis Main Street Program by Georgia Main Street and National Main Street. Lauren also provided the 2024 Community Impact Report, which stated there was \$1,675,652 in private/public investment in Downtown Eatonton.

- **Façade Grants**

- None at this time

- **Board News & Announcements**

- Day Party Celebrating Eatonton on Friday, April 25<sup>th</sup> from 11:00am until 2:00pm at the Eatonton City Center Stage
- BBQ & Blues Festival on Saturday, May 3<sup>rd</sup> from 2:00pm-10:00pm
  - 2-3 Volunteers will be needed to help load in vendors from 11:00am-2:00pm
  - 1-2 volunteers will be needed to help with the VIP parking from 12:00pm-4:00pm
  - 1 Volunteer will be needed to help with the VIP & Hospitality Area
  - Any amount of volunteers will be needed to help clean up from 8:30pm until ?
  - 1 Volunteer will be needed on Friday, May 2<sup>nd</sup> to help set up

- **Adjournment at 8:04pm**