



Eatonton Main Street Advisory Board Meeting Agenda March 12, 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: Shannon Minchey, Oscar Parham, Rebekah Esau, Rachel Harvey, Erin Chomiak

Board Members Absent: TraNell Moore, Michael Homier, Francisco Aguirre

City Staff in Attendance: Lauren Singleton

Guests in Attendance: None

- **Call to Order at 6:00pm**
- **Welcome**
 - EQ Check-In
 - Approval of the Minutes from the February meeting
 - Motion to approve by Shannon, seconded by Oscar
 - Motion passed 5/0
 - Financial Report
 - Income: Vendor Fees for Magnolia Market (only 10 spots left) and BBQ & Blues (sold out)
 - Expenses: Façade Grant for Talyor Flowers & Gifts, Deposit for lights & sound for BBQ & Blues
- **Old Business**
 - Field Trip
 - The field trip will replace the Rise n' Shine meeting scheduled in April
 - Wear your purple Main Street polo
 - Meet outside of the Artisan Art Galary at 8:15am on April 16th to arrive by 9:45am. We will depart Perry around 2pm-ish to return by 4pm-ish
 - We will have lunch together in Downtown Perry
 - Lauren will be renting a Sprinter for all of us to travel together. We will have a special guest joining us, City Councilwoman Janie Reid.
 - Review of the Workplan
 - Priority 1 – The Political Agenda (Erin & Oscar)
 - Erin & Oscar have attended two City Council meetings, one County Commissioners meeting, DDA meeting, & Breakfast at the Chamber for a state of the City & County address
 - Erin & Oscar met with Mayor Reid for about an hour. He reiterate how dedicated he is to the City of Eatonton and shared some of his

accomplishments with them. He praised the downtown events & commented that we need at least one more good restaurant in downtown.

- Priority 2 – Building Relationships (TraNell & Rebekah)
 - Reviewed business visits during our last accountability call & see below
 - In the process of planning a Business Pop Up Day
- Priority 3 – Connecting to Organizations (Michael & Rachel)
 - Reviewed EPTAHP meeting during our last accountability call (Rachel needs to request the minutes from that meeting)
 - Oscar reported that Pastor Kilgore no longer coordinates the “Pastor Alliance.” It’s possible Lewis Parham has taken over this.
- Priority 4 – Funding/Money (Shannon & Francisco)
 - Francisco is working with Walmart
 - Shannon & Lauren suggested we start asking businesses now to budget donations to Main Street for the next fiscal year.
- Priority 5 – Beautification (Lauren)
 - Lauren is working on next year’s Main street budget and will be budgeting for more flowers
 - Lauren is hopeful that the current SPLOST will cover the S Jefferson/Oak corridor project, but the Sumter Corridor may have to wait for the next SPLOST fund
- Update on Business Visits
 - Oscar visited the Dialysis Center & Franklin Financial

• New Business

- Business Pop Up Day
 - We will be visiting Goldie & Co (open Tue-Sat, 10a-6p) then eating at Tienda Tarimoro (open Sun-Sat, 9a-9p)
 - Wear your purple Main Street polo
 - Take pictures for Social Media/HEART Squad
- Sculpture Trail
 - Chamber & Artisan’s Art Gallery collaboration
 - We will receive 6 sculptures at a time. Buyers can either leave them/donate them or take them
 - Coming in May, goal is to attract tourists/visitors to downtown Eatonton
 - Rachel suggested that the city should convert the railroad tracks to running/walking/biking trails and have the sculptures along the path
 - Erin mentioned looking into Georgia Ho-Lo (<https://georgiahilo.com/>)
- Manager Report
 - Business Education Expo
 - 40 people registered (speakers on AI, Marketing to GenZ, Cyber security, and more)
 - Magnolia Market & Chalk Walk
 - 10 vendor spaces remaining
 - Lauren will need 3 or 4 people to help load vendors in from 7:45am to 9:45am (you do not have to help them set up, you are only directing them to their location on the courthouse lawn)
 - HEART Squad will be in attendance
 - Property Updates: Lilac Lash Lounge opened at 103 E. Marion Street, Suite E
 - Opened on May 4th
 - Topsy Turtle is now hiring cooks & servers (part-time & full-time), waiting on liquor license from the state before opening

- **Façade Grants**
 - Pretty Girlz Fitness
 - Motion to approve \$280.26 façade grant by Rachel, seconded by Rebekah
 - Motion approved 5/0
- **Board News & Announcements**
 - Business Education Expo (BEE) on Thursday, March 14th at 6:00pm at the Chamber of Commerce
 - Next Accountability Call is Tuesday, March 26th at 6:30pm
 - City offices will be closed on Friday, March 29th for Good Friday
 - Magnolia Market & Chalk Walk on Saturday, April 13th from 10:00am until 3:00pm
 - Volunteers will be needed from 7:45am until 9:45am to help load in vendors
- **Adjournment at 7:09pm**

Next Meeting: April 9, 2024 | 6:00pm | The Hut