



## Eatonton Main Street Advisory Board Meeting Agenda October 14, 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:** Erin Chomiak, Rachel Harvey, Rebekah Esau (by phone), Kelsie Merritt (by phone), Laura Gardner (by phone), Shannon Minchey

**Board Members Absent:** TraNell Moore, Amanda Cabe

**City Staff in Attendance:** Lauren Singleton

**Guests in Attendance:** None

- **Call to Order at 6:01pm**
- **Welcome**
  - EQ Check-In
  - Approval of the Minutes from the September meeting
    - Motion to approve by Rebekah
    - Seconded: Erin
    - No discussion
    - Motion passed 5/0
  - Financial Report
    - Income: Vendor Fees (Mistletoe Market), Scarecrow contest entries
    - Expenses: Pressure washing sidewalks is complete, Christmas lights are installed (will be light up in a few week) – came in under budget because received a discount for paying early & in full, Sept concert, ads for Candy Mania & Mistletoe Market, Horse & Carriage deposit for Evening in Eatonton, Santa decorations for Christmas in Eatonton, July 2026 concert (band deposit), August 2026 concert (band deposit)
- **Old Business**
  - Review of the Workplan
    - Rachel reported that Ben Proulx of Sandy Creek Landcraft will be sharing a presentation with EPTAHP regarding urban tree canopy opportunities in downtown Eatonton
    - Erin reported that the BOE is in a lease-back agreement with the city for the Elementary school until mid-December
    - Laruen reported that the grant info has been submitted for the Wayfinding signage and grant recipients should be announced by the end of November.
  - Downtown Eatonton Farmer's Market
    - Mostly positive feedback from the public and from the vendors
    - A few vendors are excited about doing more event with Eatonton and a couple have signed up to enter the Christmas parade
    - Lauren will poll the vendors to see when they would prefer to start up next year: March or April?
    - We will plan to run through September again, once a month on Fridays, location TBD
- **New Business**
  - Future of An Evening in Eatonton
    - Do we continue next year?

- The group agreed to try it for one more year and re-evaluate this time next year.
  - 2026 Annual Retreat
    - Jan 15<sup>th</sup>, 9a to 4p, Jeff Siegler will be having a Civic Apathy workshop at the Chamber for 30 to 70 people, Lauren would really like for the advisory board to be in attendance
    - Jan 16<sup>th</sup>, 9a to 2p – Annual Planning at the Chamber with Trudy
  - Manager Report
    - Walking Audit Results
      - Review as homework & discuss at the next Rise & Shine meeting what we as an advisory board feel we can take on as a project (specifically review the Volunteer-suitable Tasks for ideas)
    - Homework Assignment
      - Bring at least one name to the next Rise & Shine meeting for a Christmas parade marshal
    - Property Updates:
      - Smashin Burgers opened at 107 S. Oak Street
      - La Reine Belle closed at 108 N. Jefferson Ave. (space is available for \$1,100/month)--?
      - Essential Bowls closed at 110 N. Jefferson Ave. (space is available for \$1,500/month)--?
      - Make Fun Craft Club closed at 113 S. Jefferson Avenue
      - 125 S. Jefferson Avenue (the former Nina's) is available for lease for \$5,824/month
      - 321 S. Jefferson Avenue (the Dairy Building) is now \$599,000, down from \$679,000
      - 345 S. Jefferson Avenue is for sale for \$179,000
- **Façade Grants**
  - Topsy Turtle Bar & Grill
    - Motion to approve \$1,250 façade grant for new awning & sign by Rachel
    - Seconded by Shannon
    - No discussion
    - Motion passed 5/0
- **Board News & Announcements**
  - Lunch Break Day Party on Friday, October 24<sup>th</sup> from 11:00am until 1:00pm at the Eatonton City Center Stage; featuring The Hollywood Band
  - Rise & Shine...in Prime Time on Tuesday, October 28<sup>th</sup> at 6:30pm at El Catrin
  - Candy Mania on Friday, October 31<sup>st</sup> from 5:00pm until 8:00pm on N. Madison Avenue
  - SAVE THE DATE: Eatonton Mistletoe Market on Saturday, November 8<sup>th</sup>
  - SAVE THE DATE: Christmas in Eatonton on Saturday, December 13<sup>th</sup>
- **Adjournment at 7:10pm**

**Next Meeting: November 18, 2025 | 6:00pm | The Hut**