



Eatonton Main Street Advisory Board Meeting Minutes November 9, 2021

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: Amelia Logan, Zavier Reid, Lacey Cummings, Michael Homeier, Joseph Rainey, Patricia Hurt (via the phone), McKenzie Caldwell

Board Members Absent: Erin Keating

Cit Staff Present: Lauren Singleton

Guests Present: none

- **Call to Order at 6:03pm by Lauren Singleton**
- **Welcome**
 - EQ Check-In
 - Team Exercise
 - Approval of the Minutes from October Meeting
 - Motion to approve: Lacey
 - Seconded: Joe
 - No discussion
 - Motion passed 7/0
 - Financial Report
- **Old Business**
 - Update on Board Vacancy: Lauren stated that there were now two applicants for the one vacant seat on the Board: Rebekah Esau and Felicia Hill.
 - Update on Main Street Logo: no update on the logo
- **New Business**
 - Board Retreat in January: The Board agreed to have the retreat from 9:00am until 2:00pm on Tuesday January 11th. Lauren stated that she will book the same facilitator from the previous retreat.
 - Manager Update
 - America's Main Street Contest: Lauren stated that Eatonton made the Top 25 in the contest, and the next round of voting would begin soon to determine the Top 10. The winner will be judged by 3 judges out of the Top 10. No voting by the public will be involved.
 - Scarecrow Contest: more than 2000 votes were cast during the Scarecrow Contest which was an increase from the previous year. Overall, the Scarecrow Contest was a huge success and enjoyed by all.

- Property Updates: Lauren gave updates on several properties throughout the downtown district.
- Momentum of the Main Street Program
 - Are we staying true to our Mission/Vision Statements? After taking a closer look at both statements, yes, we are staying true to our Mission and Vision Statements.
 - How can we increase it? What are some factors slow us down? Life? Lack of volunteers? Meet more often? The group felt like if people wanted to attend events or volunteer then they would make room for it in their lives. The group agreed that we should meet more often. The group agreed on having an "Accountability Call" on the fourth Tuesday of each month for about 30 minutes.
- **Façade Grants**
 - None at this time.
- **Board News & Announcements**
 - Mistletoe Market on Saturday, November 13th—Volunteers are needed to help load in more than 50 vendors.
 - Small Business Saturday on Saturday, November 27th—No event is taking place. We are just encouraging people to shop small.
 - Rise & Shine Meeting on Saturday, December 4th at 9:00am at the Chamber—Lacey will be putting together an agenda and sending it out to everyone.
- **Adjournment at 7:41pm**

Next Meeting: December 14, 2021 | 6:00pm | The Hut