



**Eatonton Main Street  
Advisory Board Meeting Agenda  
February 8, 2022**

*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:** McKenzie Cardwell, Michael Homeier, Erin Keating, Amelia Logan, Xavier Reid, Rebekah Esau, Joseph Rainey, and Lacey Cummings

**Board Members Absent:** None

**City Staff in Attendance:** Lauren Singleton

**Guests in Attendance:** None

- **Call to Order by Lauren Singleton at 6:02pm**
- **Welcome**
  - EQ Check-In
  - Approval of the Minutes from January Meeting
    - Motion to approve: Joseph
    - Seconded: Lacey
    - No discussion
    - Motion passed 8/0
  - Financial Report
    - Still have about \$4k left for Façade Grants
    - \$852 under Community Outreach was for the retreat
- **Old Business**
  - Update on Main Street Logo
    - The Mayor and Mrs. Reid stated they did not like the 2 options presented by UGA
      - The vent cover isn't Eatonton, it's just one business
      - The city scape/skyline has the water tower which is not a city building, and none of the buildings in the skyline were city buildings

- They indicated they wanted to use the City's logo and put a purple banner (Alice Walker) under it with "Eatonton Main Street". They also asked for a fox and a rabbit to be put somewhere in the logo
    - The designer at UGA declined to make any further edits as it's an existing logo and would alter another artist's work, and the lack of consensus will make it a longer process which will cost more money
    - Did not charge us the \$2,500 fee
  - Lauren created a mockup, not yet approved
    - We recommend not including fox and rabbit as it will make it much too busy
    - Concern there's no true marketing ability with this logo; no differentiation between Main St, the City and the Youth Council
- Update on Nails by Aaron
  - Erin and Lauren spoke with Amy the owner last week – said she needed to speak with her husband about it
  - Got an anonymous \$200 donation to help out!
  - Xavier knows her daughter Ana, so we will try to bring everyone together (including Amy's husband?) to help ensure the message is being understood
  - Erin to draft a façade grant application based on the quote so if we can get the family together to talk we have a solid example to chat through
- **New Business**
  - Focus on Committees
    - DCA is revising standards for accreditation over the next 2 years. Focusing in on the work committees do. We'll need to do the same and document what we're doing
    - Lauren will need help from Organization committee: need to focus on obtaining sponsorships
    - If you need help getting your committee rolling please reach out to Lauren
    - Design Committee is working on benches, murals, and historic standards
    - Promotion Committee: Amelia is working on chalk murals, middle school is interested in it as well.
    - Economic Vitality Committee: working on the BEEs and a new business start up guide (potentially with the Chamber)
      - Lacey to work with Erin and Michael on this; Michael from the Chamber as well
  - Manager Update
    - #LoveLocal Letters
      - We've gotten 20 so far

- Consider sending your businesses (assigned from Lauren in spreadsheet) a letter
  - Property Updates
    - See addendum
    - We'd love to meet Todd Miles: either at our next meeting or for dinner > McKenzie?
    - Rebekah: for Nina's, what if we got beautiful headshots of Eatonton locals to put in her window?
  - Meeting location
    - What if we meet at local restaurants once in a while?
- **Façade Grants**
  - None at this time
    - Writer's Museum: one of their awnings blew off in the last storm. As they are a 501 c3 we can't offer them grant money. However, if they got a coffee shop in there that business could apply
- **Board News & Announcements**
  - Accountability Call on February 22<sup>nd</sup>
  - Seuss on the Loose on March 5<sup>th</sup> at the Primary School
  - Business Education Expo (BEE) on March 15<sup>th</sup> and March 22<sup>nd</sup> at the Chamber
- **Adjournment at 7:15pm**

**Next Meeting: March 8, 2022 | 6:00pm | The Hut**