



Eatonton Main Street Advisory Board Meeting Minutes September 9, 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 (phone), TraNell Moore, Rebekah Esau, Erin Chomiak, Laura Gardner, Amanda Cabe, and Kelsie Merritt (by phone)

Board Members Absent: Rachel Harvey

City Staff in Attendance: Lauren Singleton

Guests in Attendance: Buddy Nolan

- **Call to Order at 6:02pm**
- **Welcome**
 - EQ Check-In
 - Approval of the Minutes from the August meeting
 - Motion to approve: Rebekah
 - Seconded: TraNell
 - No discussion
 - Motion passed 7/0
 - Financial Report: Lauren stated that the vendor fees were a combination of the Mistletoe Market and the Christmas in Eatonton vendor fees. August was the last month of the fiscal year.
- **Old Business**
 - Review of the Workplan: There were no updates on the Workplan.
 - Pedestrian Wayfinding Signage: Lauren stated that there was only one response from the RFP for the Pedestrian Wayfinding Signage. The City Council had approved applying for the T-Mobile Hometown Grant for \$35,000 to pay for the creation and installation of the signage. Permits were being submitted for 9 out of the 10 signs since they will be placed in GDOT's Right Of Way. Each pole will have no more than 5 business signs.
- **New Business**
 - 2025-2026 Budget: The City Council approved the 2025-2026 Budget with all of the requests, which included a Civic Pride Workshop with Author Jeff Siegler. Lauren stated that she already heard back from Jeff about possibly coming to Eatonton in January 2026.
 - Rise & Shine Meeting—October: The next Rise & Shine Meeting...in Prime Time will take place on Tuesday, October 28th at 6:30pm at El Catrin. One of the topics to be discussed will be Candy Mania.
 - Manager Report
 - Event Updates: Lauren reminded everyone that several events will be coming up over the next few months, and she will need assistance with some of those events. Lauren stated that she mainly needs assistance with loading in vendors for the Mistletoe Market and for the Christmas Parade.
 - Property Updates—None at this time

- **Façade Grants**
 - None at this time

- **Board News & Announcements**
 - Next Downtown GetDown Concert will take place on Saturday, September 13th with The Atlanta Jazz Players
 - 1 volunteer to help with band hospitality from 5:00pm-7:30pm
 - Registration ends September 23rd for the Scarecrow Contest
 - Next Accountability Call is Tuesday, September 23rd at 6:30pm
 - An Evening in Eatonton is Thursday, September 25th from 4:00pm until 7:00pm
 - Downtown Eatonton Farmer's Market is Friday, September 26th from 5:00pm until 8:00pm
 - Taste of Eatonton is Monday, October 6th from 5:00pm until 8:00pm at The Plaza Arts Center
 - SAVE THE DATE: Eatonton Mistletoe Market on Saturday, November 8th
 - SAVE THE DATE: Christmas in Eatonton on Saturday, December 13th

- **Public Comment:** Buddy Nolan express his concerns regarding an online holiday shopping promotion with St. Mary's Hospital. He stated that shopping online with hospital would deter people from shopping locally for the holidays.

- **Adjournment at 6:56pm**