



Eatonton Main Street Advisory Board Meeting Agenda June 10, 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, TraNell Moore, Laura Gardner, Amanda Cab, Erin Chomiak, Rebekah, Esau, Rachel Harvey, Kelsie Merritt (by phone)

Board Members Absent: Oscar Parham

City Staff in Attendance: Lauren Singleton

Guest in Attendance: None

- **Call to Order at 6:00pm**
- **Welcome**
 - EQ Check-In
 - Approval of the Minutes from the May meeting
 - Motion to approve: Rebekah
 - Seconded: Shannon
 - No discussion
 - Motion passed 8/0
 - Financial Report
 - Income: Event Vendor Fees (Concert Series Vendors), Misc (Fans sold at BBQ & Blues)
 - Expenses noted: BBQ & Blues stayed under budget
- **Old Business**
 - Review of the Workplan
 - Commercial Real Estate Open House occurred today
 - 8 to 9 buildings were open
 - All agents with listings downtown were present
 - Would like to do another open house during Evening in Eatonton (June 26)
 - City Council presentation: goal is to present in July
 - Your City Is Sick
 - See SWOT Analysis below
- **New Business**
 - SWOT Analysis
 - Strengths
 - MS Board, History, Historic Homes, Warm & Welcome, Events, the Square has potential
 - Weaknesses
 - Low Self-Esteem, Division, Self-Loathing, Stubborn AF/No Change, Civic Apathy, Lack of Identity
 - Opportunities
 - Side Chick
 - Threats
 - Side Chick: high focus on tourism & not as much on community members
 - Division: race & city vs lake/county

- **Manager Report**
 - Walking Audit on July 22nd
 - Property Updates:
 - 201 E. Sumter Street is under contract (asking price is \$205,000)
 - 117 N. Jefferson Avenue is for sale for \$750,000
 - 105 S. Jefferson Avenue is for sale for \$349,000
 - 113 S. Jefferson Avenue has been rented by Make Craft Fun Club (Opening July 7)
 - 125 S. Jefferson Avenue is under contract (asking price \$325,000)
 - 100 N. Madison Avenue sold for \$170,000 (asking price was \$250,000)
 - 108 N. Madison Avenue sold for \$70,000
 - Maxway is closing and will be closed by August
 - Flawless Apparel moving out as of today
- **Façade Grants**
 - None at this time
- **Board News & Announcements**
 - Downtown GetDown Concert on June 14th at the Eatonton City Center Stage. Vendors open at 6:00pm and the music starts at 7:00pm. Band: Derrick Dove & the Peacekeepers (Southern Fried Rock)
 - 1-2 volunteers will be needed for the Band Hospitality at City Hall from 5:00pm until 8:30pm
 - Juneteenth is Thursday, June 19th; All City of Eatonton offices will be closed.
 - An Evening in Eatonton on Thursday, June 26th from 5:00pm until 8:00pm
 - Don't forget your training!
 - <https://www.youtube.com/@gamainst/videos>
 - <https://www.youtube.com/@NationalMainStreet/videos>
- **Adjournment at 7:48pm**

Next Meeting: July 8, 2025 | 6:00pm | The Hut