



Eatonton Main Street Advisory Board Meeting Agenda August 8, 2023

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: Rebekah Esau, Rachel Harvey, TraNell Moore, Amelia Logan, Michael Homier, McKenzie Cardwell

Board Members Absent: Francisco Aguirre, Shannon Minchey

City Staff in Attendance: Lauren Singleton

Guests in Attendance: Hannah Tyson (Tourism Director)

- **Call to Order at 6:05pm**
- **Welcome**
 - EQ Check-In
 - Approval of the Minutes from the July Meeting
 - Motion to Approve by McKenzie, Seconded by Amelia, Motion passed 7/0
 - Financial Report
 - Income: Mistletoe Market (70 vendors so far), Peoples Bank (Scarecrow Contest Event Sponsor), City Stage Rental (Back to School Event & Church Event)
 - Expenses: Education (Main Street 101 Reimbursement), Mistletoe Market (Artist – Glass Blower), BBQ & Blues (Oconee Rental – Tables & Chairs), August Concert (Porter Potties), Volunteer Outreach (Rise & Shine @ Lumberjaxe)
- **Visit Eatonton Update (Hannah Tyson, Tourism Director at the Chamber)**
 - Project 1 – Flagpole/Banners
 - 37 flag/banners placed on pole around downtown
 - Outdoors/Arts & Culture/Adventure/Entertainment & Banners created by local Artist
 - Project 2 – Bronze Plaques on Downtown Businesses
 - Replacing old wooden signs with bronze plaques
 - Historical Society will assist in verifying all facts & information placed on signs
 - Project 3 – Historical Video Tour
 - To extend Historic Walking Tour, starting with 10 bldgs and eventually will include all 68
 - Bronze plaque with QR code placed in lawn in front of the building. QR code will take you to a video to about the history of the building
 - Project 4 – Historical Walking Booklet
 - Booklet replacing the old brochure
 - Free to the public & will include 68 buildings (name/date/architectural style)
 - Project 5 – Georgia's Trail of Legacy & Lore
 - Associated with 7 cities (Eatonton, Madison, Milledgeville, Athens, Watkinsville, Macon & Gray) and focuses on stories of 3 pillars: Culture & Arts/Heritage/Architecture
 - Project 6 – Self-Guided Bike Tour

- The Rest Stop – renovated old shed behind The Chamber for bike rental (\$25/day) and includes a deck & work counter for personal bike maintenance & a meeting spot for avid cyclists
 - Project 7 – Halloween Trail
 - Tie into events with Georgia Writers Museum and Scarecrow contest
 - All projects expected to be completed by the end of November 2023
- **Old Business**
 - Hype Team
 - Start small: member post to their social media once a week (posting provided by Lauren)
 - Motion to approve by Rebekah, Seconded by McKenzie, Motion passed 7/0
 - Possible names: HypE (hyp-eeee), HEART (History, Entertainment, Arts, Recreation, Tradition), Heart Workers, Heart Party, Heart Squad, Heart Troop, Heart Strings, I HEART Eatonton
 - Kinks and details still to be determined: number of member, ages of members, expectation of member, etc.
 - Visits to Downtown Businesses
 - Try to visit your businesses by the end of September
 - Encourage them to participate in the Scarecrow Contest (\$25 entry fee)
 - Business Winners: Free Advertising from Smith Communications
 - 1st - \$800, 2nd - \$300, 3rd - \$200
 - Non-business Winners: Gift Certificate (TBD), Cash & Parkside Main 8 Tickets
 - Cash: 1st - \$500, 2nd - 250, 3rd - \$100
 - Tickets: 1st - 6 tickets, 2nd - 4 tickets, 3rd - 2 tickets
- **New Business**
 - Manager Report:
 - Downtown GetDown Concert Series
 - Property Update
 - Blac Bella Salon closed at 238 N. Jefferson Avenue
 - 238 N. Jefferson Avenue is for rent for \$750/mo.
 - Popeye's closed on July 31st
 - 113 N. Jefferson Avenue is for sale for \$900,000
 - 117 S. Jefferson Avenue is for sale; listing price unknown at this time
- **Façade Grants**
 - LumberJaxe Axe Throwing Hall
 - Motion to Approve \$1,300 grant by McKenzie, Seconded by TraNell, Motion passed 6/0
- **Board News & Announcements**
 - Downtown GetDown Concert Series is August 12th; Vendors open at 6:00pm, Concert at 7:00pm (2 volunteers will be needed.)
 - Next Accountability Call is Tuesday, August 22nd at 6:30pm
 - Downtown GetDown Concert Series is September 9th; Vendors open at 6:00p, Concert at 7:00pm (Volunteer help may or may not be needed.)
 - Don't forget about your required training: www.GeorgiaMainStreet.org
 - Main Street 101 is \$75.
 - Switch to Six Webinar is free!
- **Adjournment at 7:15pm**

Next Meeting: September 12, 2023 | 6:00pm | The Hut