

**Perry Main Street**  
**Regular Board Meeting**  
**February 5, 2015**  
**Minutes**

1. Welcome: Director O'Neal called the meeting to order at 5:00 p.m. Director Loudermilk gave the invocation.
2. Roll: Directors Bill O'Neal, Marty Myers, Terre Walker, Sandi Smeltzer, Joe Brownlee, Mildred Hardison and Bill Loudermilk.

Absent: President Scragg, Directors Beth McLaughlin, Brian Jones and Angie Gheesling

Staff: Main Street Coordinator Catherine Edgemon, Economic Director Robert Smith and Trisha McMillan, Recording Clerk

Visitors: Mr. Gary Moulliott, Coffee Cup on Carroll

3. Review January 8, 2015, meeting minutes  
After reviewing the minutes of the January 8, 2015, meeting, Director Walker made a motion to approve them as presented. Director Brownlee seconded the motion. The board approved the minutes unanimously.
4. Review and approve January financial statement  
After reviewing the January 2015 financials, Director Walker made a motion to approve them. Director Loudermilk seconded the motion. The financial report was unanimously approved by the board.

Ms. Edgemon discussed the financials and the projected expenses remaining in FY2015. Main Street will have about \$10,000 left at the end of the year, and Ms. Edgemon asked members to let her know if they have suggested projects for funding. When the city takes over the financials, the report will be broken down by categories, rather than as ledger as it is currently done.

5. Old Business
  - a. Update on Main Street board status - President Scragg, Director Bill O'Neal, Director Terre Walker, Economic Development Director, Robert Smith, and Main Street Coordinator, Catherine Edgemon met with the City Manager this month to talk about the different ways the board can be composed and from whence the board members will come. The executive committee approved the idea of reducing the board to 7 voting members. Some of the recommendations made were (1) council members who were asked liked the stakeholder format where the Chamber, CVB, and Merchants Assoc., etc. were represented; (2) Stakeholders would not have to be members of the organization they represent. Stakeholders would nominate a board member that the council would approve/disapprove. (3) When the Main Street board discussed whether board members need to be city residents or own a business in the downtown district, the overall agreement was no. Director Walker added that since Main Street will be reducing the board from 10 to 7 voting members, there will be 2 members outside the prevue of an organization. Director Walker would like to see that those 2 members stay on the board, not as voting members but ex-officio members; these seats are the industry seat held by Angie Gheesling and the Courtney Hodges Boulevard business seat held by Marty Myers.

Director Walker distributed a copy of options for structuring the board that were discussed at the executive committee meeting. Director Smeltzer asked if there were any negative aspects for going under the city. Ms. Edgemon said once the board becomes a city agency, it cannot go back to independent, and the city may have some influence on the board's activities. Director Loudermilk asked how the Arts Center Commission will fit into this new structure and if it will replace the Arts Center Board? The answer is unknown at this time.

Ms. Edgemon said Main Street is a program focused on downtown, and without the involvement of downtown business people in Main Street, the board will not be effective.

A motion was made by Director Myers to recommend to the council the revised recommended organizational changes, and it was seconded by Director Walker. The board approved the motion unanimously.

b. Bench funding request from Design Committee update – Per Director Bill O'Neal the Promotion Committee discussed the Design Committee's request and decided to donate \$1,000 for purchasing benches if the Design Committee can come up with the rest of the funds required. A motion was made by Director O'Neal to take \$1,000 from the Promotion Committee's media grant budget and transfer it to the Design Committee for benches. Director Loudermilk seconded the motion. The board approved the motion unanimously.

c. Update on Perry's Farmers Market – Jodi Daley anticipates opening the Farmers Market on March 7. The market will open at the same location, but in May she hopes to move by the old courthouse and close Carroll Street from Jernigan to Ball. Mrs. Daley will be speaking at the next council meeting.

#### 6. New Business

a. Memo of Understanding with DCA – Ms. Edgemon told members that the Memo of Understanding outlines the requirements for designated Main Street communities. Director Loudermilk made a motion to accept the Memo of Understanding, and Director Smeltzer seconded the motion. The board approved the motion unanimously.

b. DDA – BOOST program funding support update – Director O'Neal announced that the Promotion Committee has agreed to take \$1,000 from the Farmers Market proceeds in 2014 and donate to the BOOST program. Director Walker made a motion to consent with the \$1,000 donation from the Promotion Committee to the BOOST program, and Director O'Neal seconded the motion. The board approved the motion unanimously. Ms. Edgemon hopes to activate Perry's BOOST program in April 2015.

c. Sponsorship for National Main Street Conference – Ms. Edgemon explained the levels of sponsorship for the National Main Street Conference. Director Loudermilk made a motion to sponsor the National Main Street Conference at the \$500 level, and Director Walker seconded the motion. Ms. Edgemon added that at this level Perry will receive a customized, commemorative banner. Also if Main Street wants to replace any banners around town, the company will give Perry a discount if the required minimum number of banners are ordered. The National Main Street Conference would like communities to put together baskets for a silent auction. Members agreed unanimously to collect items for the auction. The auction proceeds will go to a scholarship fund for the Georgia Downtown Association.

#### 7. President Items

a. None

8. Main Street Coordinator's Report
  - a. Ms. Edgemon discussed her monthly report with members. Ms. Edgemon asked members to give her suggestions for next year's work plan because the budget is due soon and information will be presented to council.
  
9. Committee Reports

Design Committee – Director Walker reported that the Design Committee had approved a facade grant at 900 Commerce Street (Two of a Kind) and authorized payment for 1205 Main Street (Quick Stop). They also voted to place a temporary directional sign at the corner of Carroll and Ball streets.

Promotion Committee – Director O'Neal said the Promotion Committee discussed moving \$1,000 from the Farmer's Market to the BOOST program and donating \$1,000 to the bench fund from the Promotion Committee's Media Grant Program.
  
10. Update on Downtown Development Authority
  - a. Ms. Edgemon and some DDA members went to Milledgeville in January to learn about their BOOST program.
  - b. Ms. Edgemon has been taking suggested revisions made during the last DDA meeting and working them into the application for the local revolving loan fund.
  
11. Certificates of Appropriateness issued - list distributed to members
  
12. Other

Director Walker passed out copies of an article in the *Downtown Promotion Reporter*. She thought members would be interested because the publication gives a 6-month heads-up for upcoming events and there are some great ideas listed.

Ms. Edgemon said she was waiting on Mayor Faircloth to give her a date for the Buzzard Drop recap meeting.
  
12. With no further business, the Main Street Board adjourned at 6:10 p.m.