

**Perry Main Street
Regular Board Meeting
April 9, 2015
Minutes**

1. Welcome: President Scragg called the meeting to order at 5:10 p.m.
2. Roll: President Susan Scragg, Directors Sandi Smeltzer, Bill Loudermilk, Joe Brownlee and Bill O'Neal.

Absent: Directors Angie Gheesling, Terre Walker, Marty Myers, Beth McLaughlin, Brian Jones and Bob Taylor.

Staff: Catherine Edgemon, Main Street coordinator; Robert Smith, director of Economic Development; Lee Gilmour, city manager; and Trisha McMillan, recording clerk

3. Guests/Speakers – Mr. Lee Gilmour, City Manager
Mr. Gilmour announced that on April 7, 2015, the council adopted an ordinance establishing the Main Street Advisory Board. The effective date will be April 7, 2015.

Mr. Gilmour gave the board an overview of the ordinance and transition process. There is not an automatic rollover of positions on Main Street. There will be 7 positions. The criteria to serve on the board is to be at least 18 years of age and either a resident of the Perry service area, owner of property in the downtown district, owner/manager of a business in the downtown district or member of the Main Street program or any of its standing committees as of January 1, 2015. Everyone on the board/committees at that time is eligible to be considered for appointment.

The appointment process is 3 year terms and is staggered so that 2 members serve a 1-year term to start, 2 serve 2-year terms and 3 serve 3-year terms. Subsequent to that, every appointee serves a 3-year term. There are no term limits as far as council is concerned. The recommendations for board members go to council, and council as a whole makes the appointments. If there is a tie, the mayor will break it.

The partners, which are identified in the ordinance, are Perry Chamber of Commerce, Perry Area Convention and Visitors Bureau Authority, Downtown Development Authority of City of Perry, Uptown Perry Partnership, Perry Area Historical Society, Perry Downtown Merchants Association and the Perry Public Arts Commission. There will be no ex-officio members on the board. The nomination process is as follows: partners make recommendation for any person as long as they meet the above criteria; the partners can nominate as many people as they want. All of the recommendations for appointment go to the council. The Main Street nominating committee will make recommendations from the nominations; however, mayor and council are not restricted by that recommendation. The nominating committee for Main Street will be executive officers until advisory staff gets set up.

Main Street Board will have a chairman, vice-chairman and secretary/treasurer. Four members of the board present will constitute a quorum for purposes of transacting business.

The monies that Main Street has in their account will be shifted to the city, put in a restricted account and can only be spent by whatever approved process the Main Street board decides. Mayor and council cannot use that money for any other reason. Any sponsorships, donations, etc., that are raised go into that account only for Main Street's use. It is city policy to hold city agency funds; Main Street cannot have a separate bank account. In the city budget, funds can be designated for specific programs and projects. The restricted account can be used for whatever Main Street chooses. If Main Street uses the money for loans, it would have to be reviewed by the city manager and city attorney. Relative to any contracts, Main Street can make recommendations, but they would have to be signed by the city. Using the Buzzard Drop as an example, the contract sign-off person would be Ms. Edgemon. For technical services, etc., it would have to be signed by whomever the council designates, not Ms. Edgemon.

If for some reason Main Street is short on funds, no other expenditures will be picked up by the city unless mayor and council approve doing so. A monthly expense report will be provided by City Finance Department. Main Street will not have to pay any auditing fees, and board members will be covered under the city's public officials' liability insurance.

In reference to a standard donation account, the contracts should be checked by the city attorney. Mayor and council are not interested in what Main Street does with their restricted account. Donations for Main Street should be made payable to the City of Perry and then be deposited into the city's account. Donations made to the city are tax exempt.

The liaison department will be the Department of Economic Development. Ms. Edgemon will still be assigned to work with Main Street, and Ms. McMillan will still be the recording clerk.

Director Loudermilk asked Mr. Gilmour about the implementation program. Mr. Gilmour said it would depend on how fast Main Street moves along: getting nominations for the board and transferring money to the city. Any obligations that Main Street has already entered into will be honored as long as funds come out of Main Street's restricted account. Perry Main Street Inc. will cease to exist. Ms. Edgemon will email everyone the ordinance with information about board member nominations.

President Scragg said she hopes everything will be done and ready to be reviewed at the next council work session.

4. Review February 5, 2015, Meeting and February 19, 2015, Special Called Meeting Minutes and March 5, 2015 minutes
Director Loudermilk made a motion to approve the February 5, 2015, February 19, 2015 and March 5, 2015, minutes. Director O'Neal seconded the motion. The minutes were approved unanimously.
5. Review and approve February and March financial statements
Ms. Edgemon reviewed financials with members. Director Brownlee made a motion to approve the February and March 2015 financial statements, and Director Loudermilk seconded the motion. The financials were unanimously approved.
6. Old Business
 - a. None

7. New Business
 - a. Review of National Main Street 2015 conference – A discussion was held about the seminars members attended at the National Main Street Conference. Director O’Neal discussed an app vendor he had seen at the conference. Director Smeltzer said the CVB was thinking about partnering with the fairgrounds regarding an app. She also said there was a lot of work to maintain the app to be up to date, so that was slowing them down. President Scragg discussed the seminar on ways to count people at large events. One of the things she thought would be good for the Buzzard Drop was using stickers. Stickers would be put on people at event, and knowing how many stickers were used would help with estimating attendance.
 - b. Review proposed Main Street letterhead – Ms. Edgemon will forward a copy of new Main Street letterhead to members.
 - c. Promotion Committee request for Buzzard Drop 2015 – This request was authorization to book a band for the event, but has since been changed.
 - d. Request of contribution to Perry Convention & Visitors Bureau for Georgia Grown Trail 41 promotions – According to Director Smeltzer, the CVB purchased a panel in the brochure to promote Perry, and the payment has already been made, so Main Street would not be asked to help with the cost.
8. President Items – President Scragg asked members to decide whether they want to stay on the Main Street Board. Ms. Edgemon will email members to find out who is interested.
9. Main Street Coordinator’s Report - Ms. Edgemon discussed her monthly report with members and recognized the new downtown businesses. She also mentioned the possibility of working with the Lions Club on picking up trash on Courtney Hodges Boulevard.
10. Committee Reports

Design Committee – Director Walker submitted a written report to members in her absence. The committee discussed the possibility of Mr. Jeff Bone of Wholesale Tire getting a façade grant for improvements to his property. The temporary sign at Antiques on Carroll will be replaced after the Dogwood Festival.

Promotion Committee – Director O’Neal reported that the Buzzard Drop committee had met on March 4 and is looking for a band for the event.
11. Update on Downtown Development Authority - Ms. Edgemon said DDA will launch the BOOST Program and Revolving Loan fund at the end of the month.
12. Certificates of Appropriateness issued - List distributed to members
13. Other - none
14. With no further business, the Main Street Board adjourned at 6:15 p.m.