

Main Street Advisory Board
Regular Board Meeting
July 9, 2015
Minutes

1. Welcome: President Susan Scragg called the meeting to order at 5:05 p.m.
2. Roll: President Susan Scragg, Directors Andrew Presswood, Joe Brownlee, Bill O’Neal, and Terre Walker.

Absent: Directors Bill Loudermilk and Trish Cossart

Staff: Catherine Edgemon, Main Street coordinator, and Trisha McMillan, recording clerk.

3. Guests/Speakers – Mr. Thomas Reynolds, Mr. Kevin Dye – Leisure Services director, and Todd Wilson – Houston Home Journal representative
 - a. Mr. Thomas Reynolds addressed the board about the Farmers’ Market. He was told by Mrs. Daley that his application was not properly filled out, and it had not been approved. Since that time he has tried to get in touch with Mrs. Daley but has heard nothing in return. Mr. Reynolds, who grows produce, would like to be approved as a seasonal vendor so that his wife can sell produce at the Perry market. He asked that the board look at the management of the market and the issues that he has addressed. President Scragg assured Mr. Reynolds that the matter will be resolved and thanked him for bringing the matter to the board’s attention.

4. Review June 4, 2015 Meeting Minutes
Director Brownlee made a motion to approve the June 4, 2015, minutes. Director Walker seconded the motion. The minutes were approved unanimously.

5. Review and approve June 2015 financial report

Ms. Edgemon reported that after two outstanding checks clear the balance in Main Street’s account will be \$15,183.79. When those checks clear, a check can be made payable to the City of Perry in that amount and will be deposited into a restricted account with the city for Main Street. Main Street will decide how that money is spent. This money will be separate from the \$7,200 that was allocated to Main Street for FY 2016. After reviewing all of the financials Director O’Neal made a motion that the June 2015 financial report be approved, and Director Presswood seconded that motion. The financial report was unanimously approved.

6. Old Business
 - a. Update on farmers’ market – Ms. Edgemon prepared and distributed a sheet with feedback from merchants on Carroll Street regarding the farmers’ market. Most of the merchants were okay with the market and its hours. Mrs. Daley has talked with merchants about cross promotion with the market and doing cooking demonstrations, etc. Mrs. Daley has also been coming to the Merchants Association meetings and has become an actively involved member in working on events with them. Ms. Edgemon

also distributed a two-page report from Mrs. Daley that tracks vendors and attendance. Director Walker said she felt like this issue should be discussed in the Promotion Committee meeting and not Main Street. She also said that Village Boutique is not getting many customers and suggested talking with them about a media grant.

Ms. Edgemon asked that Main Street vote on whether or not to move the farmers' market. Director O'Neal made a motion to leave the farmers' market where it is, and Director Brownlee seconded the motion. The motion was unanimously approved.

7. New Business

a. Execute MOU with city for FY 16 program funding – Ms. Edgemon said as an accreditation criterion that DCA requests an Memo Of Understanding between the Main Street Board and local government because it formalizes the expectations on the Main Street Program and how budgeted funds will be spent. Director Walker made a motion to execute the MOU with the city. Director O'Neal seconded the motion and it was unanimously approved.

b. Review 2015 Main Street accreditation standards – Ms. Edgemon reviewed the standards with members, focusing particularly on Standard 4, which has more requirements. President Scragg asked Ms. Edgemon to provide a breakdown of benchmarks she expects Perry will meet this year for the next meeting.

c. Review 2015 Memorandum of Understanding with GA Dept. of Community Affairs – Ms. Edgemon reviewed the MOU with members. Even though the document duplicates a lot of the requirements in the accreditation standards, there is some different information.

d. Appointees to Design Committee and selection of Chairman and Vice Chairman

e. Appointees to Promotion Committee and selection of Chairman and Vice Chairman

f. Appointees to Organization Committee and selection of Chairman and Vice Chairman

President Scragg presented the slate of proposed members and officers for the above committees. Director Brownlee made a motion to accept the proposed appointees for the Design Committee, Promotion Committee and Organization Committee and officers. The motion was seconded by Director Presswood and unanimously approved.

g. Set date for annual community engagement meeting

Per Ms. Edgemon this meeting is a good way to find out from our community if our work plan/activities reflect the things that the community would like to see happening downtown. Because October through the end of the year is such a busy time, the board asked Ms. Edgemon to find out if the meeting could be held in conjunction with the branding roll out, which is tentatively expected about the end of the year.

7. President Items – none

8. Main Street Coordinator's Report – Ms. Edgemon discussed her monthly report with members.

9. Committee Reports

Design Committee – Director Walker gave the Design Committee report.

Ms. Edgemon said she had been asked to have the Design Committee consider whether to award façade grants retroactively. Because someone might make the same request about the media grant, she wanted the board to decide whether the grant programs could be used retroactively to allow people to do the facade work or advertising campaign first and then apply for the grants. Director Walker made a motion to leave the façade and media grant policies as they are, requiring grant approval prior to doing work on a building or purchasing advertising, and Director O’Neal seconded the motion. The motion was unanimously approved.

Promo Report – Per Director O’Neal the band for the Buzzard Drop, Blackberry Breeze, is under contract.

10. Update on Downtown Development Authority – Ms. Edgemon gave an update on the BOOST program.
12. Certificates of Appropriateness issued – List distributed to members.
13. Other
14. With no further business, the Main Street Advisory Board adjourned at 6:15 p.m.