

Main Street Advisory Board
Regular Board Meeting
August 6, 2015
Minutes

1. Welcome: Chairman Susan Scragg called the meeting to order at 5:05 p.m.
2. Roll: Chairman Scragg, Directors Andrew Presswood, Bill O’Neal, Trish Cossart and Bill Loudermilk.

Absent: Directors Terre Walker and Joe Brownlee

Staff: Catherine Edgemon, Main Street coordinator, and Trisha McMillan, recording clerk.
3. Guests/Speakers – Todd Wilson – *Houston Home Journal* representative
4. Review July 9, 2015 meeting and July 15, 2015, special called meeting Minutes
Director O’Neal made a motion to approve the minutes of the July 9, 2015, meeting and the July 15, 2015, special called meeting. Director Presswood seconded the motion. The minutes were approved unanimously.
5. Review and approve July 2015 financial report
Ms. Edgemon reported Ms. Brenda King will create ledger sheets for next meeting. Director Loudermilk made a motion that the July 2015 financial report be approved as presented, and Director Presswood seconded that motion. The financial report was unanimously approved.
6. Old Business
 - a. Review Main Street Accreditation Standards – point tally
Ms. Edgemon reviewed Main Street Accreditation Standards with members. She marked items with an X that are completed or that the board is on track to complete this year. Items she marked with a dot are ones she is not certain will be completed or are ones for which she requires additional help. According to Ms. Edgemon the new brand may not be ready to unveil before the end of the year. Mr. Loudermilk asked about national certification requirements. Ms. Edgemon will ask and let the board know. She will also meet with Directors Cossart and Presswood to do a board member orientation. Everyone was asked to review the standards.
 - b. Work plan review
Ms. Edgemon explained the revised work plan to members. She said she tried to coordinate the fiscal year budget with the calendar year accreditation standards requirements in the work plan. Director Presswood made a motion that the revised work plan be approved, and Director O’Neal seconded the motion. The motion was unanimously approved. Also attached was a budget sheet showing the anticipated revenue from the hotel/motel tax in the city, the anticipated revenue from the memorial bench program, revenue generated from the Buzzard Drop and other anticipated expenditures. Chairman Scragg mentioned that the Buzzard Drop got

national exposure last year. Director O'Neal said what is being accomplished is more than the event and event planning.

Director Cossart asked if someone would be willing to spearhead an Octoberfest event for downtown and also help with planning for Small Business Saturday, which is the Saturday after Thanksgiving. Chairman Scragg said that Main Street would be glad to help the downtown merchants with the event.

- c. Follow up on Farmers' Market – Ms. Edgemon distributed the last email she received from Mr. Reynolds. As of yesterday he said he has had no communication with Ms. Daley. According to Director O'Neal Ms. Daley has to inspect his farm and he thinks she owes Mr. Reynolds an explanation. Ms. Edgemon will ask Ms. Daley about Mr. Reynolds' application status. Director Loudermilk visited both farmers' markets. He noticed that the downtown market lacked vegetables and thinks the markets need to come together. Director O'Neal said he and Mr. Kelly Hillis will reach out to the other market to try to bring the markets together. The Main Street market is capable of taking credit cards and EBT cards. Ms. Daley has been on vacation but will provide a report soon. She will also sign her contract.

7. New Business

- a. Authorization policy for payment of checks for Main Street expenses
Ms. Edgemon said that Main Street needs to decide who is authorized to sign check requests to pay bills. Chairman Scragg asked if the check requests can be scanned and emailed and sent back. Ms. Edgemon will check on that. The deadline for the check requests is usually 5 p.m. on Tuesdays. Ms. Edgemon is authorized to request requisitions but not to sign payment requests. Director Presswood made a motion that two members – at least one of whom is an officer – be authorized to sign the check request for payment of a bill, and Director Cossart seconded the motion. The motion was unanimously approved.
- b. Approve committee grant payment authorization policy
Director Presswood made a motion to make the grant authorization policy that the Main Street Board will approve routine grant awards or expenditures made by the individual committees the following month. It was seconded by Director Cossart and unanimously approved.
- c. Increase amounts in façade grant funding structure
Ms. Edgemon explained the proposed new grant funding structure. The Design Committee has approved increasing the maximum amounts because the funding structure has been in place for a long time and costs have gone up. Director O'Neal made a motion that Main Street approves the new facade grant funding structure. Director Cossart seconded the motion, and it was unanimously approved. Ms. Edgemon expects that with the new funding structure, there should be more applicants.
- d. Approve façade grants for Eyewear Boutique and Shear Keba's Salon
The Design Committee approved two grants for Eyewear Boutique and Shear Keba's Salon. They were both for signage. Director Presswood made a motion to approve

the grants, and Director Loudermilk seconded. The motion was unanimously approved.

- e. Discuss Design Committee approval of items placed on public rights of way
The Design Committee has been asked what kind of items they would like to have approval on and the consensus of the group was they would like to review and approve any items, other than signs allowed under the ordinance, because there could be a safety issues. Mr. Gilmour would like feedback from Main Street. The board agreed that the Design Committee needs to approve all items placed on public rights of way, other than signs.

- 8. Chairman Items – Chairman Scragg attended a CVB marketing seminar and reported that she learned some helpful things and will work on Instagram and Snapshot for the Buzzard Drop.
- 9. Main Street Coordinator’s Report – Ms. Edgemon discussed her monthly report with members and said that July had no new business licenses. She also reported that she did two BOOST grant presentations at Tumblecheer and Davida’s. Ms. Edgemon added that both businesses were very excited about the grants. She handed out businesses cards to members and on the back there is the website information for those interested in applying for a BOOST grant or becoming a BOOSTer. She encouraged everyone to share them with people. Ms. Edgemon distributed a 41 Ga. Grown brochure to members. Perry has three stops on the map which include the Georgia Artisan Center, Coffee Cup and the Farmers’ Market. Sandy Smeltzer from the CVB has been working very hard on this trail project.

Ms. Edgemon has put together a packet for new business prospects. Some of the things it includes are media grants, BOOST, façade grants, downtown revolving loan fund, etc. There are also examples of business license application, utility application and starting a business guide. This packet is temporary until we get branding. Chairman Scragg suggested making a general calendar of events for Perry, and Mr. Loudermilk had suggestions for a folder she might want to use. Ms. Edgemon asked members to let her know if there is a prospect she needs to visit.

Ms. Edgemon said the city council has approved moving forward with form-based codes, but only on Courtney Hodges Boulevard at this point to see if the new development strategy will make a difference in the kind of development people would like to see. Rather than focusing on various rules for development, form-based codes start with the desired end result and then work towards achieving that vision. She will keep members advised of developments.

- 10. Committee Reports
Design Committee – In Director Walker’s absence a copy of the Design Committee report was distributed to members.
Promotion committee – Director O’Neal said there will be a Buzzard Drop planning meeting next week.
- 11. Update on Downtown Development Authority – Ms. Edgemon said more BOOSTers are needed to increase funds so that grants can be awarded quarterly, instead of twice a year.
- 12. Certificates of Appropriateness issued – List distributed to members.

13. Other - None

14. With no further business, the Main Street Advisory Board adjourned at 6:20 p.m.