

Main Street Advisory Board
Regular Board Meeting
September 3, 2015
Minutes

1. Welcome: Chairman Susan Scragg called the meeting to order at 5:00 p.m.
Director Bill Loudermilk gave the invocation.

Roll: Chairman Scragg, Directors Terre Walker, Joe Brownlee, Bill O’Neal, Trish Cossart and Bill Loudermilk.

Absent: Director Andrew Presswood

Staff: Catherine Edgemon, Main Street coordinator, and Trisha McMillan, recording clerk.
2. Guests/Speakers – Jake Jacobs – *Houston Home Journal* representative
3. Review August 6, 2015, meeting minutes
The August 6, 2015, minutes were reviewed and a motion was made by Director Loudermilk to approve the minutes. The motion was seconded by Director O’Neal and unanimously approved.
4. Review and approve August 2015 financial report
Ms. King, city financial director, prepared the August 2015 report. Future reports will show the restricted account, funds carried over from the independent board’s bank account, and the Main Street portion of the monthly financial report for the Economic Development Department. Director Walker made a motion to approve the August 2015 financial report, and Director Brownlee seconded the motion. The financial report was approved unanimously.
5. Old Business
 - a. Review Main Street Accreditation Standards – point tally
The board reviewed the standards. Ms. Edgemon said there was no change and Main Street was on target for annual accreditation.
 - b. Work plan review
Under Design, wayfinding and gateway signage implementation - The board discussed the recent notification that the city has received a DOT grant for \$50,000 to do gateway improvements at Exit 136 on the ramps. The mayor and council want to make sure there is irrigation for the project. The city will maintain the improvements.
 - c. Follow up on Farmers’ Market – Ms. Edgemon distributed an update on the farmers’ market. Ms. Edgemon noted Sandi Smeltzer submitted an article to the *Houston Home Journal* on 41 Georgia Grown Trail where she highlighted the farmers’ market, Artisan Center and Coffee Cup Restaurant as local attractions on the trail.

Director Walker told members she was going to bring a corn-hole game to the farmers’ market on Saturday for people to play. She also said there would be a vendor would sell fresh shrimp at the market this weekend.

The board said there is still interest in combining the two farmers' markets.

6. New Business – None

7. Chairman Items

a. Appoint representative to Park Sites Advisory Committee

Mr. Gilmour asked Chairman Scragg for Main Street to select a representative to serve on the Parks Site Advisory Committee. This would be for the three new parks in the area which include Houston Lake and Main Street, Goodroe property and Heritage Park. This person will be work with Carl Lumpkin, representing the Downtown Development Authority; Terre Walker, representing Design Committee; Kevin Dye, Leisure Services Director ; and Phyllis Bynum Grace; City Council member. These volunteers will be working to come up with design concepts for these three parcels. Per Director Walker, a firm has been hired that will be doing the design work, and the volunteers will be working with this firm to best utilize the parks. Director Bill O'Neal volunteered to be the representative from Main Street.

b. City's Purchasing Policy

It is a city policy that there be three bids before purchasing anything over \$500. Per Director Walker some of this purchasing will be done with UPP funds. UPP assists with some of the improvements downtown because UPP is a freestanding organization that is not required to follow the city's purchasing policy requirements. Per Chairman Scragg, the Buzzard Drop is different because Main Street raises the money for the event.

c. Buzzard Drop Expense Authorization

Main Street is authorized to oversee sponsorship sales and fundraising for Buzzard Drop and for expenditures as long as the event stays within budget. If the Promotion Committee determines the event is not within budget, the committee will come back to the Main Street board for approval. Expenses will appear in monthly financial reports.

Ms. Edgemon requested that Main Street authorize Directors Scragg and O'Neal to be able to sign payment requests for Buzzard Drop expenses, with both signatures required, as there will be a lot of paperwork associated with the event. Director Loudermilk made a motion that Main Street approves the Buzzard Drop expense authorization, and Director Walker seconded the motion. The motion was unanimously approved.

Director Walker asked Director O'Neal if he had checked on the event insurance policy. Director O'Neal said he is waiting on the weather event insurance quote to come back along with the liability quote for the music festival. Chairman Scragg will talk to Mr. Gilmour to see if Buzzard Drop is considered a city event and covered by city insurance.

8. Main Street Coordinator's Report

1) According to the branding "report out" last week, those surveyed by ChandlerThinks identify Perry more with the downtown area than with the fairgrounds. A focus group with representation from the Economic Development Department, Chamber, Discover Perry and Downtown Merchants Association will review the branding concepts by ChandlerThinks. The timeline for completion of the branding project is around the end of the year.

2) The City is looking into the possibility of designating public parking, buying land for parking or changing the use of existing city property to create dedicated tour bus parking in the downtown area. Director Loudermilk suggested allocating regular parking into bus parking on Main Street or tearing down the Swan Motel and building a parking garage there. Per Director Walker the Swan Motel owners will not sell right now. Ms. Edgemon suggested the former Jaycees building for parking, but the board felt that location would be too far to walk unless the bus dropped off people downtown and then the bus was parked at the Jaycees building. The 2 options that Main Street came up with are to use the Arrowhead property or park parallel on Main Street.

The city is interested in exploring having a trolley during the fair and other major events at the fairgrounds. Director Loudermilk said there would probably do be tours if Perry had a trolley. He also suggested having a replica of the first Blue Bird bus since it was built in Perry. Director O’Neal suggested a van, having it painted or wrapped with vinyl. The board suggested choosing a large event at the fairgrounds and renting a trolley from another city to get an idea how many people would use it. They agreed a good driver with a good personality would also be needed. Ms. Edgemon stressed the idea is just in the information gathering stage right now.

Ms. Edgemon distributed signs for “This Place Matters,” a historic preservation awareness initiative. People take photos at their favorite historic places while holding up the sign and then use the hashtag to post on social media. There are pictures on website from all over the world.

9. Committee reports

a. Approve facade grants by Design Committee and Design Committee report

Ms. Edgemon has asked Ms. King, finance director, the best way to get Main Street’s approval for payment of grants that the Design Committee has authorized.

Ms. King said after each Design Committee meeting where grants are awarded to have Main Street vote to authorize payment of the grants once the Design Committee has voted whether the work has been completed satisfactorily.

Four façade grants were made last month: Daisy Patch – awning, Destiny Fitness – signage, Crossroads Family Eye Care – awning, and The Rehab Center – painting, lighting and new front door. A motion was made by Director Brownlee to approve payment of façade grants upon satisfactory completion as determined by the Design Committee. Motion was seconded by Director O’Neal. It was unanimously approved.

Ms. Edgemon said she delivered a façade grant packet, BOOST materials and other incentive information to Jeff Bone at Wholesale Tires. He had attended a Design Committee meeting and asked what was available.

Director Walker said the Design Committee has been talking about putting some planters and/or trellises at A Couple of Jerks soda shop to make the Jernigan Street sidewalk area look more attractive.

At Rebecca Moody’s request council has talked about repairing the sidewalk on Jernigan Street. The slopes on the sidewalk are hazardous. An estimate was done but was very unreasonable so alternatives are being looked into, Director Walker said.

Director Walker told members about a mural artist Shannon Lake in Thomaston, Ga.

His murals are the best she has ever seen and the cost for one is \$17,000.

b. Promotion Committee report

Director O'Neal said at their last meeting they talked about helping with Small Business Saturday. Director Cossart said there will another meeting for Small Business Saturday on Friday, September 4 at noon in City Hall. Cory Jones will be doing graphics for the merchants association and has been real helpful in coming up with ideas for small business Saturday. Ms. Cossart requested \$100 for passport customers for Small Business Saturday. According to Ms. Cossart there will be 12 participating merchants; you get a stamp from every merchant even if you don't make a purchase. When your passport is filled out it will go into a bucket. There will be a drawing. Merchants will put up \$200 and Promotion Committee will put up \$100. It will be redeemable at any passport store and then The merchants will be refunded for whatever is purchased. A motion was made by Director Loudermilk to give the merchant's association \$100 for passports and was seconded by Director Walker. The motion was unanimously approved.

Director Cossart asked about the prize money for Sweets & Treats for the costume contest. This \$150 expense was in the FY 16 budget. There will be six envelopes with \$25 each.

Buzzard Drop Update – Chairman Scragg reported that sponsorship sales are going well, with \$14,000 in sponsorships already sold. One Buzzard Buddy has been sold, and last year's sponsors and buddies will be contacted. Ms. Scragg is working with State Bank on the Feather Your Nest sponsorship, and they will be talking with downtown restaurants about being food vendors.

10. Update on Downtown Development Authority

Per Ms. Edgemon the DDA has appointed the Revolving Loan Fund Review Committee as follows: Catherine Edgemon; Robert Smith, Economic Development Director; Community Development Director; Torri Evans, Flint Energies; Phil Lambert, Landmark Realty; and Rob Tuggle, attorney.

11. Certificates of Appropriateness issued – Listed provided in notebook.

12. Other

According to Director Walker, the downtown merchants have expressed concern about the homeless situation over the last six months. There have been homeless people seen sleeping on benches in alleys and in Roughton Park. The Police Department has been notified and have talked to some of the people, but it continues to be a problem.

Director O'Neal asked if there would be a possibility of eliminating red lights downtown and putting 4-way stop signs instead. He felt that by doing this, it will make it downtown more pedestrian friendly. At this time the city is unable to change the lights out.

13. With no further business, the Main Street Advisory Board adjourned at 6:25 p.m.