

Main Street Advisory Board

October 1, 2015 – Minutes

1. Call to Order: Chairman Scragg called the meeting to order at 5:00 p.m.

Roll: Chairman Scragg; Directors Trish Cossart, Bill O'Neal and Andrew Presswood.

Absent: Directors Joe Brownlee, Bill Loudermilk and Terre Walker.

Staff: Catherine Edgemon – Main Street Coordinator and Christine Sewell –Recording Clerk

Invocation: was given by Director O'Neal

2. Guests/Speakers – Laura Corley – Macon Telegraph

3. Review September 3, 2015, meeting minutes

Director O'Neal motioned to approve the minutes as submitted; Director Presswood seconded; all in favor and was unanimously approved.

4. Review September 2015 financial reports

Director O'Neal motioned to approve the financial reports as reviewed; Director Cossart seconded; all in favor and was unanimously approved.

5. Old Business – Ms. Edgemon updated the board on the accreditation point scoring; the program was on target with requirements.

6. New Business

- a. Discuss including 902/904/906 Ball Street in downtown district

Ms. Edgemon advised this was being brought forth as the properties are currently under consideration for a rezoning classification and there had been some discussion on their desire to be included in the downtown district. Chairman Scragg asked if the owners of the properties asked to be included in the district. Director O'Neal advised he thought Mr. Larry Walker had. Ms. Edgemon advised she was reaching out to the property owners to advise them of what the potential benefits and disadvantages would be if they were included in the downtown district. It was the consensus of the board that the board has no issue with the properties being added to the downtown district as long as the owners are made fully aware of what their inclusion in the downtown district involves.

- b. Discuss sponsor's name in title for Perry Buzzard Drop

Ms. Edgemon advised she had been questioned on how the listing for sponsors would be advertised for the event. Chairman Scragg noted in the initial planning stages with the Buzzard Drop Planning Committee it was discussed and agreed upon that the title sponsor of the event would have their name ahead of Perry Buzzard Drop with the top hats following. Ms. Edgemon

noted Director Loudermilk provided an email asking about concern for the other sponsors, the title sponsor's name being included in the event's title and if a different company sponsors the event next year, the event would have to be renamed. Chairman Scragg advised sponsors for title and top hat have already been sold as previously decided by the Buzzard Drop Planning Committee and as a courtesy it is common practice is to solicit the previous years' sponsors for the event, which was done. If the sponsors for 2015 elected not to participate in 2016 that would be fine and the event would not go under a name change as it is the Perry Buzzard Drop, it just has a title sponsor.

Directors Cossart and Presswood, being new to the board, asked why this is an issue now, and does it have any effect on the Main Street board. Ms. Edgemon advised it should not, and the matter was brought forth as the question had been posed to her.

An email from Director Walker was also provided for the board which she stated the name remain should remain unchanged and be without the inclusion of a sponsor name and provided examples of listing the various sponsors.

Director O'Neal concurred with both Directors Loudermilk and Walker and voiced concern as it could be confusing if there are different title sponsors each year and suggested removing only from primary advertising.

Chairman Scragg felt the matter warranted no change as it had been discussed and decided when planning for the 2015 event. Furthermore, all sponsors should receive what was sold to them in the various sponsorship levels, if it were to change sponsors had the right to be refunded their money. Chairman Scragg noted attendees to the event will recognize the event itself as the Perry Buzzard Drop and it was the intention of the event to promote the City and for those people to remember what a great time they had that evening, how well they were treated and how safe it was for a New Year's Eve celebration, that they will not only be back for the 2016 event, but at other times during the year visiting the City. On conclusion it was decided advertising for the event would remain as the sponsorships were sold with alterations to be discussed for the 2016 event when planning commences.

7. Chairman Items – none
8. Main Street Coordinator's Report – Ms. Edgemon reviewed the report and also advised she had reached out to Valdosta, Milledgeville and Americus on their trolleys. Ms. Edgemon also advised, per Mr. Smith, it was most likely the CID district would not be moving forward.
9. Committee reports
 - a. Design Committee report – Committee Chairman – written report provided from Director Walker. Director Cossart noted the committee had spilt on the recent decision for First Baptist Church and advised the church was willing to give the house away if someone could remove from the property.
 - b. Approve façade grants by Design Committee – Director Presswood motioned to approve grant payment authorization to Crossroads Family Eyecare and Liberty Tax Service as submitted; Director O'Neal seconded; all in favor and was unanimously approved.

Chairman Scragg inquired what the policy/procedure would be if the Main Street board disagreed with a grant approval payment. Ms. Edgemon advised there was no current policy on this and noted the same would apply to the Promotion Committee in regards to media grants. The matter will be brought back at the next board meeting for discussion.

- c. Promotion Committee report – Committee Chairman O’Neal advised Small Business Saturday would take place on November 28 in conjunction with the Downtown Merchants Association. Sweets & Treats will be held October 31, and there will be a Buzzard Drop planning meeting on October 8.
 - d. Approve media grants by Promotion Committee – none to be approved
10. Update on Downtown Development Authority – Ms. Edgemon advised BOOST applications will be collected through November for an award in December.
11. Certificates of Appropriateness issued – Chairman Scragg reviewed the report.
12. Other – none
13. Adjourn – There being no further business to come before the board the meeting was adjourned at 5:59 p.m.

Immediately after the meeting adjourned, Ms. Edgemon conducted a short board member orientation for Directors Cossart and Presswood, which included Main Street talking points and highlights from the board’s bylaws.