

Main Street Advisory Board  
Nov. 10, 2015 – Minutes

1. Call to Order: Vice-Chairman O’Neal called the meeting to order at 5 p.m.

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

Absent: Chairman Susan Scragg

Staff: Catherine Edgemon - Main Street Coordinator, Robert Smith - Economic Development Director and Trisha McMillan - Recording Clerk.

2. Guests/Speakers – none

3. Review October 1, 2015 meeting minutes – Director Presswood motioned to approved the minutes as submitted; Director Cossart seconded; all in favor and were unanimously approved.

4. Review October 2015 financial reports – Director Walker motioned to approve the minutes as submitted; Director Loudermilk seconded; all in favor and were unanimously approved.

5. Old Business

According to Ms. Edgemon, the work plan is coordinated with the accreditation standards, and she expects Perry’s Main Street annual accreditation score to be about 99. There are some points for which Perry is not eligible because Perry does not have a Historic Preservation Commission and is, therefore, ineligible for some of the benchmark credits.

6. New Business

a. Discuss board approval process for committee grant awards

Ms. Edgemon explained the current process for committee grant expenditures and the remaining funds at the end of FY15 for façade and media grants, farmers’ market, etc. Director Walker said the committees should be allowed to make decisions as long as they are within approved budgets and program guidelines outlined in for those programs. Vice chairman O’Neal made a motion to continue to allow the Design and Promotion committees work within the guidelines for committees and budgets in order to make decisions for the board as a whole. The motion was seconded by Director Presswood; all in favor and was unanimously approved.

Director Walker made a motion that the funds be carried forward from the previous budget in the restrictive accounts for be carried forward from the FY15 budget. The motion was seconded by Director Loudermilk and was unanimously approved.

Director Walker asked Ms. Edgemon to review responsibilities and what their limits are for the committees so that there is no confusion later.

7. Chairman Items

a. Board members Loudermilk and Walker terms end December 2015

Ms. Edgemon asked both board members to contact their nominating partners and have them submit a written request if they want to nominate them to continue to serve on the board. The nominating committee will review nominations and make a recommendation. The council will make appointments.

8. Main Street Coordinator's Report

a. Report on form-based codes process

Economic Development Director Smith gave the board an update on the form-based codes process and said he took this task over from the former Community Development Director Beecham who took a job in another community. Form-based codes will allow developers land uses for a broader range of activities than are currently allowed under the traditional zoning. The City of Perry prides itself on its quality of life, and the form-based codes will address the city's goals of green space, alternate transportation and environmental regulations. Perry hired Atlanta firm TSW to develop the form-based codes. Mr. Smith said the city had looked into implementing the codes in three areas: Martin Luther King Jr. Drive, General Courtney Hodges Boulevard and downtown. Due to financial concerns, implementation will begin on Courtney Hodges, and based on the success, the codes will expand to the downtown, Martin Luther King Jr. Drive, Macon Road, and Sam Nunn Boulevard. This process will make the properties more marketable and more attractive for development and redevelopment. On Thursday, Nov. 19, an informational session on form-based codes will be held at the Perry Arts Center. Notification letters have been sent to affected property owners. On Dec. 7-8, the TSW team will be in town to interview business owners. He asked anyone with question to call him at (478) 988-2757.

b. Report on brownfield remediation application process

Economic Development Director Smith presented a report on the brownfield remediation application process. The City of Perry is currently working with Resolute Engineering who specializes in "brownfield assessments." Mr. Smith said that applications will be sent to EPA for a brownfield assessment grant. At this time there have been seven properties identified that would benefit from this grant: the Stanley property, Pure station on Main Street, Abba House Shopping Center, Miss Peggie's, industrial property on Kellwood, M & T Bottle Co. and the Marathon station. According to Mr. Smith, all of these properties are prime areas for development. The City of Perry will apply for \$400,000 in funds and then get access agreements from property owners to conduct Phase I environmental assessments on the properties. If Perry receives the brownfield assessment grant, Perry will receive a higher priority when applying for cleanup funds. Mr. Smith said the City of Perry should hear by March 2016 about the grant, but he thinks there is a good chance of getting the grants. Ms. Edgemon told the board that letters of support from the community partners are needed to support the application and would contact those groups.

9. Committee reports

a. Design Committee report – Committee Chairman Terre Walker read the summary of the Design Committee meeting. The committee reviewed grant guidelines for consideration of adjusting the maximum payment for signs. A decision was made to leave the maximum payment at \$500. A review was done for the remodeling at 753/757 Carroll Street, site of Calvary Way Community Church. The

committee said that the building façade could easily be restored to the pre-existing condition. A façade grant will be awarded for this property provided conditions are met.

b. Approve façade grants by Design Committee

Director Loudermilk motioned to approve the \$1,000 façade grant for Calvary Way Community Church and seconded by Director Brownlee. The motion was unanimously approved. A question was asked by Director Presswood regarding whether alcohol would be allowed near the church. Director Walker said because alcohol was allowed before the church's location there, it will be permitted.

c. Promotion Committee report – Committee Chairman

Vice chairman O'Neal gave the Promotion report. In their last meeting they discussed supporting Sweets and Treats. According to Director Cossart, 1,000 kids were present for the event. Director Presswood, who helped organize participating children for the costume contest, said the FOPAS animals were too close to where the contest judging was held and asked that that be addressed for next year's event.

The Promotion committee also helped support Paintings, Pictures & Pints. This was a Perry Arts Center event and was very successful. Director Loudermilk said the lack of downtown lighting made it difficult to see well, and vendors were too close to the stores. He suggested that since that section of Carroll Street is closed, the vendors be put in the street facing the stores.

Vice chairman O'Neal said plans for the Buzzard Drop were going smoothly. He also reminded members about Small Business Saturday, Nov. 28, and said the downtown merchants will be staying open until 9 p.m. on Friday, Dec. 4. Ms. Edgemon distributed Small Business Saturday shopping totes.

Vice chairman O'Neal announced that Mistletoe Market will be held on Nov. 20-22 at the fairgrounds. Last year the Balvaunuca Club donated \$50,000 to different groups in need. He urged members to support the club and its efforts by attending the event.

d. Approve media grants by Promotion Committee – none

10. Update on Downtown Development Authority – Ms. Edgemon said that DDA is hosting its second round of BOOST applications. The application deadline is Nov, 18 at 5 p.m. Applications are online. She said the program needs more investors.

11. Certificates of Appropriateness issued – Destiny Fitness and Mossy Creek Soap, both for signs.

12. Other - The next Main Street meeting will be on Thursday, Dec. 10 at 5 p.m.

Director Cossart announced that postcards will be given out at Mistletoe Market to promote Small Business Saturday, and downtown merchants will also have them available.

13. Adjourn – With no further business, the meeting was adjourned at 5:55 p.m.