

Perry Main Street Advisory Board
December 10, 2015 – Minutes

1. Call to Order – Chairman Susan Scragg called the meeting to order at 5:10 p.m.
The invocation was given by Vice-Chairman Bill O’Neal

Roll: Chairman Scragg and Directors Bill O’Neal, Andrew Presswood and Terre Walker

Absent: Directors Trish Cossart, Joe Brownlee and Bill Loudermilk

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

2. Guests/Speakers – none

3. Review November 10, 2015, meeting minutes
Director Walker made a motion to approve the November 10, 2015, minutes as presented.
Director O’Neal seconded the motion. The minutes were unanimously approved.

4. Review financial reports
Ms. Edgemon reviewed the financial reports with members. Chairman Scragg said that Rusty’s sponsorship for Buzzard Drop was not on the financials. Ms. Edgemon will follow up with the finance department. Vice-Chairman O’Neal made a motion to approve the financial reports, and Director Walker seconded the motion. The financials were unanimously approved.

5. Old Business

- a. Review Main Street Accreditation Standards and Work Plan
Ms. Edgemon said she viewed a webinar on the annual assessment this month. Ms. Edgemon said she expects the Main Street Board will have 102 accreditation points. Ms. Edgemon said the city council is considering adopting a historic preservation ordinance and forming a commission. If that happens, the city can pursue the Certified Local Government designation with the state Historic Preservation Division. Under Standard 4, Perry is not eligible for accreditation points given to CLG communities.

Ms. Edgemon will update the work plan and asked members to start thinking about what they want included in the work plan next year. Ms. Edgemon distributed a sample of the community transformation strategies-based work plan that the National Main Street Center wants Main Street communities to begin using next year.

6. New Business

- a. Discuss recommendations to council for board members
Director Walker made a motion to accept the Uptown Perry Partnership’s nomination of Bill Loudermilk to the board. Director O’Neal seconded the motion. All in favor and was unanimously approved.

Director Walker made a motion to accept the Perry Public Arts Commission’s nomination of Bill O’Neal to the board. The motion was seconded by Director Presswood and unanimously approved. Director O’Neal abstained from voting.

Director Presswood made a motion to accept the Perry Area Historical Society's nomination of Terre Walker to the board. Director O'Neal seconded the motion. All in favor and was unanimously approved. Director Walker abstained from voting.

Ms. Edgemon will write a memo to council on the result of the board nomination votes.

b. Election of officers for calendar year 2016

Director Presswood made a motion to nominate Susan Scragg as chairman of the Main Street Advisory Board for the next fiscal year. It was seconded by Director Walker and unanimously approved. Chairman Scragg abstained from voting.

Director O'Neal made a motion to nominate Terre Walker as secretary/treasurer of the Main Street Advisory Board for the next fiscal year. It was seconded by Director Presswood and unanimously approved. Director Walker abstained from voting.

Director Presswood nominated Bill O'Neal for Vice-Chairman of the Main Street Advisory Board for the next fiscal year. It was seconded by Chairman Scragg and unanimously approved. Vice-Chairman O'Neal abstained from voting.

The election of officers is pending council approval of the board member nominations. Upon the suggestion of the board members, Ms. Edgemon will look into amending the bylaws to change officers' terms to two years and changing the date of officer elections.

c. Discuss work plan for 2016

Ms. Edgemon asked members to think about what they want to see accomplished for the next fiscal year and to bring notes in to discuss for the January 2016 meeting. Ms. Edgemon has asked Marty Myers to attend the next Promotion Committee meeting or to send someone regarding the First Friday event in February so the committee can help with news releases, making sure required permission requests and permits are submitted on time and keeping an event calendar to prevent scheduling conflicts. Per Director O'Neal the second First Friday event, which was sponsored by the Georgia Artisan Center, had no liability insurance. No city entity endorsed the event.

7. Chairman Items

Chairman Scragg thanked everyone for their hard work and time this year.

8. Main Street Coordinator's Report

Ms. Edgemon told members that the Small Business Saturday was a big success. Ninety-one completed passports were turned in for the drawing; a person had to go into 12 stores to get the passport stamped. She encouraged the Merchants Association to participate in the event again next year. She also encouraged the Promotion Committee to help with the advertising for Small Business Saturday.

Ms. Edgemon said she has made some draft revisions to the matching media grant program to be presented at the next Promotion Committee meeting. One draft revision is to have a different award structures, depending on whether the applicant is an individual business or the merchants association, for example, promoting something that benefits all of downtown. The board discussed other events, such as scavenger hunts, to bring shoppers downtown. Director

Walker suggested the downtown merchants concentrate keeping their stores open. Per Robert Smith, Economic Development Director, the Small Business Saturday was a merchant event, but Ms. Edgemon did all the requisite work behind it. Everyone agreed and applauded her. Director O'Neal suggested writing a thank you letter to American Express for their support for the event.

9. Committee Reports

- a. Design Committee report – Committee Chairman
Director Walker, chairman of the Design Committee, gave a report of the last Design Committee meeting. The committee reviewed the 2014-2015 work plan. She listed the projects that had been completed and those that are still in progress.
- b. Approve façade grants by Design Committee
Director O'Neal made a motion to approve a façade grant in the amount of \$1,000 for Dairy Queen at 353 Courtney Hodges Boulevard. It was seconded by Director Presswood and unanimously approved.
- c. Promotion Committee report – Committee Chairman
Director O'Neal, Promotion Committee chairman, gave the Promotion Committee report. He said most of the meeting focused on plans for the Buzzard Drop. They also discussed the First Friday events, and Director O'Neal stated that the second one was not well attended due to late advertising.

Per Chairman Scragg, International City Builders will hold a Facebook contest to give away an extra-large Green Egg with nest and wood surface. Entries will be put into a top hat and a name will be drawn at the Buzzard Drop.

- d. Approve media grants by Promotion Committee
A motion was made by Director Presswood to approve the media grant for Perry Downtown Merchants Association in the amount of \$250. It was seconded by Director O'Neal and unanimously approved.
10. Update on Downtown Development Authority
Per Ms. Edgemon, five BOOST grant applications were submitted. She would like to meet with BOOSTers because of their feedback about whether some types of projects should be eligible.
11. Certificates of Appropriateness issued – 760 Commerce Street
12. Other – Ms. Edgemon said she will forward information on relevant trainings to the board and encouraged members to look for trainings to attend in 2016. Director Walker recommended the Georgia Academy of Economic Development.

Ms. Edgemon asked if the Design Committee would have a conflict if the city establishes a historic preservation commission. She said in many areas the historic preservation commission is a city-wide board, but they have designated districts in which they have design guidelines which they implement. She asked members to think about the best way to approach this matter to prevent any conflicts. There will be historic preservation training in late March in Athens.

13. Adjourn – With no further business the Main Street Advisory Board was adjourned at 6:13 p.m.