

Main Street Advisory Board
January 7, 2016 – Minutes

1. Call to Order – Chairman Scragg called the meeting to order at 5:00 p.m.
The invocation was given by Vice-Chairman Bill O’Neal

Roll: Directors Scragg, Bill O’Neal, Terre Walker, Trish Cossart and Joe Brownlee
Absent: Directors Andrew Presswood and Bill Loudermilk
Director O’Neal left at 5:30 p.m.

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

2. Guests/Speakers – Jake Jacobs, *Houston Home Journal*

3. Review December 10, 2015 meeting minutes
Director Walker made a motion to approve the December 10, 2015 minutes as presented, and Director O’Neal seconded the motion. All in favor, the minutes were unanimously approved.
Director Brownlee abstained from the vote.

4. Review financial reports
Ms. Edgemon reviewed the December financial reports with members. Director Walker made a motion to approve the reports as presented, and Director O’Neal seconded the motion. The financials were unanimously approved.

When reviewing the income and expenses for Buzzard Drop, Chairman Scragg said she would like to have a luncheon for the Public Works employees to thank them for all their hard work the night of the event. The board agreed to give the Promotion Committee the discretion to authorize the expenses for the luncheon during the committee meeting on January 21, 2016.

5. Old Business – none

6. New Business

- a. Approve Memo of Understanding with Department of Community Affairs
According to Ms. Edgemon, there are few major changes in the 2016 Georgia Classic Main Streets Memo of Understanding with the Georgia Department of Community Affairs, compared to the 2015 MOU. This year new board members are required to attend the Main Street 101 class, and monthly reports must be submitted within 30 days after the end of the month. Director Walker motioned that the board agree to the terms of the MOU with the Georgia Department of Community Affairs and authorize the Chairman Scragg to sign the agreement. The motion was seconded by Director O’Neal and unanimously approved.
- b. Discuss change to bylaws for officer election date and terms of office
Ms. Edgemon explained proposed changes to the bylaws. Director Walker made a motion to amend the bylaws to change the annual meeting and officer elections from December to January. The motion was seconded by Director Cossart and unanimously approved. The board decided not to change the length of officers’ terms from one to

two years because terms of office might not coincide with appointments, which are three-year terms.

- c. Approve proposed changes to matching media grant program
Ms. Edgemon discussed the proposed changes to the matching media grant program with members as recommended by the Promotion Committee. Ms. Edgemon will also follow up with Lamar Advertising about their requested rate information to add to the program partners, as well as check to confirm other advertising rates are up-to-date. Director Brownlee made a motion to amend the matching media grant program, and Director Walker seconded the motion. It was unanimously approved.
- d. Discuss work plan transformation strategies for 2015
The board discussed the new Community Transformation Strategies Work Plan format presented by the Georgia Department of Community Affairs and asked Ms. Edgemon to repackage Main Street's current work plan into the new Community Transformation Strategies Work Plan format.

Ms. Edgemon asked members to pick out their top three priorities for 2016 and said she would forward the document in which she had suggested ways Main Street and the Downtown Development Authority could assist the city in implementing the strategic plan. Mr. Smith distributed copies of the five-year plan for economic development that he submitted to Mr. Gilmour.

7. Chairman Items - none

8. Main Street Coordinator's Report

Ms. Edgemon told members that the farmers' market moved to Roughton Park on a trial basis, and Jodi Dailey has asked that it stay in that location. Chairman Scragg said she thinks the property is too small for the market, especially if it grows. Mr. Smith said he likes the idea of having it in the parking lot at Ball and Main streets. Mr. Marty Myers has given permission for the market to use the paved parking lot next to the Antique Theater at Ball and Commerce streets. After a discussion, it was decided that the following locations are preferred alternatives to Roughton Park: the Perry Arts Center, parking lot at Ball and Main Street, and parking lot at Ball and Commerce Street. Ms. Edgemon will share these recommendations with Ms. Daley.

9. Committee Reports

- a. Design Committee report – Committee Chairman Walker gave a brief report.
- b. Approve façade grants by Design Committee
Director Walker made a motion to approve a façade grant in the amount of \$487.50 for Jackson Hewitt, 1032 Ball Street. It was seconded by Director Cossart and unanimously approved.
- c. Promotion Committee report – Committee Chairman
Chairman Scragg gave a report on the Promotion Committee due to Director O'Neal's absence. She said most of the December Promotion Committee meeting focused on Buzzard Drop. Ms. Scragg said more than 2,000 people attended the event even with the inclement weather. Chairman Scragg asked Ms. Edgemon to contact Music Garden

to say the band, Blackberry Breeze, did a great job, proved to be very professional and was easy to work with, and to offer to be a reference if requested by the band.

d. Approve media grants by Promotion Committee

A motion was made by Chairman Scragg to approve a media grant for the Perry Downtown Merchants Association in the total amount of \$750. It was seconded by Director Cossart and unanimously approved. This amount includes the \$250 that was approved last month and reflects the new funding structure for agencies requesting a maximum match for an advertising campaign that benefits all of downtown.

10. Update on Downtown Development Authority

Ms. Edgemon told members they awarded the first BOOST grant from Round 2 was awarded to Mia's Skin Care to buy a new piece of equipment. There will be another BOOST meeting to discuss other grant applications, which scored too closely together to call without discussion among the BOOSTers, and potential program recommendations to make to the Downtown Development Authority.

11. Certificates of Appropriateness issued – 733-B Carroll Street/Rehab Center

12. Other – Director Brownlee said that construction on the new Dollar General Store on Courtney Hodges is starting, as well as work on the apartments on Gray Road that will house 180 people.

Director Cossart told members that the Perry Downtown Merchants Association wants to work more with the Promotion Committee and has come up with a calendar of items to discuss at their meetings.

Director Brownlee asked about the park behind Ms. Peggie's. Director Walker said that TSW consultants are coming up with a plan for the proposed park to be built there. Some ideas that have been given are to make it a memorial park or veteran's park. According to Mr. Smith, TSW is also working on designs for Heritage Park and the triangle park area on Main Street, along with writing the city's form-based codes.

Mr. Smith told members that he expects the branding committee will make recommendations to mayor and council in February and then present them to other committees.

13. Adjourn – With no further business, the Main Street Advisory Board adjourned at 5:58 p.m.