

Main Street Advisory Board
February 4, 2016 – Minutes

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

Roll: Directors Bill O’Neal, Terre Walker, Trish Cossart, Andrew Presswood and Bill Loudermilk
Absent: Director Joe Brownlee and Chairman Susan Scragg

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

2. Guests/Speakers – Robert Jones, council member and Mr. Kelly Hillis, Promotion Committee

3. Review January 7, 2016 meeting minutes
Director Walker made a motion to approve the January 7, 2016, minutes as presented, and Director Presswood seconded the motion. The minutes were unanimously approved.

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

5. Old Business

- a. Approve change to bylaws for officer election date
Director Walker made a motion to amend the bylaws as presented, and Director Presswood seconded the motion. It was unanimously approved.

6. New Business

- a. Discuss downtown kiosk – Catherine Edgemon and Robert Smith
Ms. Edgemon said that the city is looking into having a kiosk that will include historical information, a map and message board to post event posters, etc. Ms. Smith said this is a priority issue from one of the council members. It was unanimous to place this kiosk at the old courthouse because of its prime location. Mr. Smith will put together an example of what it will look like and have Public Works make it.
- b. Discuss farmers’ market location and status
Mr. Kelly Hillis was present from the promotion committee to discuss the farmers’ market. Mr. Hillis told members that Ms. Daley works with a tax free entity and receives donations. She also services EBT which makes it possible for low-income people to get twice the value for every dollar they spend. Ms. Daley has chosen to keep the market at Roughton Park for the time being because the Jernigan Street location did not work well. The board discussed offering other city-owned locations where the market could move, including going to back behind the arts center, as well as discussing making the market independent and offering to help her in any way that is possible. Mr. Hillis suggested calling Ms. Daley by phone to discuss the situation. The board concurred to authorize the Promotion Committee to make the final decision about the status.

- c. Review sponsorship policy and procedures
After reviewing the draft Perry Main Street Advisory Board Sponsorship Policy and Procedures, it was agreed upon to strike out “Buzzard Drop” and put “events” in its place. Director Walker made a motion to adopt the Main Street Advisory Board Sponsorship Policy and Procedures with the change noted, and Director Presswood seconded the motion. It was unanimously approved.

Director Walker made a motion to submit the draft Perry Main Street Advisory Board Policies and Procedures to the city manager and city attorney for their review. Director Presswood seconded the motion and it was unanimously approved.

- d. Discuss work plan priorities and preliminary budget request for 2016
Ms. Edgemon led a discussion regarding the work plan priorities for 2016. Ms. Edgemon suggested that the Promotion Committee should help the Perry Downtown Merchants Association more in promoting their businesses and providing services for First Friday and other events. Director Cossart feels that the Promotion Committee needs to spearhead the events sponsored by Marty Myers. The committee can provide organizational help and help market the events. Per Director Walker, because the merchants are keeping stores open, they cannot be an organizing body for events. Vice chairman O’Neal said that right now Mr. Myers is doing this under the Perry Arts Center Committee. Director Walker said that if the Promotion Committee helped, the First Friday events would come under Main Street while working with the PDMA.

Director Loudermilk said he envisioned Main Street acting not as an authority board, but as a clearing house that coordinates efforts to get things focused. Director Cossart told members that Mr. Myers wants to do First Friday once a quarter, with the next event being Cinco de Mayo on the first Friday of May. Per Ms. Edgemon Main Street could keep the calendar for First Friday events, and at the first of the year the PDMA could come to Main Street and confirm the dates they want for their events, allowing other groups to reserve other dates. Vice chairman O’Neal suggested inviting Mr. Myers to the next Promotion meeting. Director Walker suggested having something once a quarter at first to get things going but not call it First Friday. Director Walker also mentioned giving the PDMA an incentive to stay open.

Director Loudermilk said he would like to see Main Street take on one major improvement project in the next fiscal year. His suggestion was to start replacing the downtown trees. Director Walker suggested streetscaping on Main Street from Ms. Peggie’s to Jernigan Street. Director Walker said there is about \$5,000 available in the UPP account for the streetscaping. She also thinks Main Street can get support from mayor and council. Director Walker offered to have the Design Committee come up with a plan. She advised that the Perry Area Historical Society has expressed interest in the rehab of Ms. Peggie’s; if it is decided to return the building to its appearance as an old gas station, they may be willing to help with the funding for streetscaping also. Another suggestion to make money was to have a car show downtown.

Ms. Edgemon said she will use this feedback to start putting together a draft work plan.

7. Chairman Items – none

8. Main Street Coordinator's Report
Ms. Edgemon told members about the upcoming Georgia Downtown Conference in Athens. Mr. and Mrs. Randall Walker will be attending the historic preservation commission training.
9. Committee reports
 - a. Design Committee report – Committee Chairman Terre Walker gave a summary of items discussed at the Design Committee meeting.
 - b. Approve facade grants by Design Committee
Director Presswood made a motion to approve the façade grant at 1023 Ball Street to Brian Burnham for \$949.57. The motion was seconded by Director Walker. It was unanimously approved.
 - c. Promotion Committee Report – Vice chairman O'Neal gave a brief summary of the last Promotion meeting and mentioned that there will be a Perry Proud event downtown on Saturday, March 19. It will include the painting of cars for the Dogwood Festival. Vice chairman O'Neal also said there will be an appreciation lunch for public works employees who worked on the Buzzard Drop.
 - d. Approve media grants by Promotion Committee – none
10. Update on downtown Development Authority
 - a. Discuss Perry Downtown Development Plan – Robert Smith
Robert Smith, Economic Development director, discussed the new Perry Downtown Development Plan. According to Mr. Smith, the DDA does not have any current downtown development projects and needs to focus on the urban development plan. This new development plan is tied to Perry's Opportunity Zone. Per Mr. Smith, this plan will be a road map for DDA to implement for the next two-five years. The plan will implement the way the DDA will be able to utilize its powers in promoting economic growth downtown. An in-depth assessment of the downtown parcels will be done that will be tied to a data base. Mr. Smith said the DDA will be able to address challenges and remove barriers that might be in districts to private development. It will center on catalyst projects and what projects are feasible to work on. He hopes to have it completed by April and have some public hearings.
11. Certificates of Appropriateness issued – Ms. Edgemon reviewed with members.
12. Other
Vice chairman O'Neal announced that the Buzzard Drop will be moved from the Promotion Committee to the Perry Public Arts Commission.

Director Presswood asked about the new park at Ms. Peggie's and mentioned making contact with Davis Oil regarding signs. Director Walker said they will be doing that but just have not gotten that far yet. Director Presswood also asked if the water treatment plant across the street from Ms. Peggie's will be part of the park. Vice chairman O'Neal said that it will become green space, and it will connect Rotary Centennial Park and Ms. Peggie's location.
13. Adjourn – With no further business the Main Street Advisory Board was adjourned at 6:35 p.m.