

# Main Street Advisory Board

Minutes - March 3, 2016

1. Call to Order: Chairman Susan Scragg called the meeting to order at 5:04 p.m.

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

Staff: Catherine Edgemon, Main Street coordinator, and Chris Sewell, recording clerk

Absent: Director Joe Brownlee

2. Guests/Speakers- none
3. Review meeting February 4, 2016, minutes – Director Walker motioned to approve the minutes as submitted; Director Presswood seconded. With Chairman Scragg abstaining, all in favor and was unanimously approved.
4. Review financial reports – Ms. Edgemon reviewed the January financials. Director Loudermilk motioned to approve as submitted; Director O'Neal seconded; all in favor and was unanimously approved.
5. Old Business
  - a. Update on change to bylaws for annual meeting date

Ms. Edgemon provided a previously-approved update to the bylaws to show the change for the annual meeting as it was noted in more than one place in the document.

- b. Consider board policies and procedures

Ms. Edgemon advised in follow-up from previous meeting she had provided the draft policies and procedures for review by the City Attorney, and it was recommended to incorporate the sponsorship policies into the policies and procedures so there would not be two separate documents. Also noted were changes on page four for funding and budget. Director Walker motioned to adopt the policies and procedures as submitted; Director Presswood seconded; all in favor and was unanimously approved.

- c. Update on farmers' market
  - d. Consider request for use of farmers' market name and logo

Ms. Edgemon advised Ms. Daley, farmers' market manager, had requested to use the market logo and name; however these are trademarked. The City Attorney provided three options: 1) Do not allow her to use, 2) Enter into an agreement specify any conditions and note a sunset provision, or 3) Gift the use of the logo and name.

Discussion ensued with the pros and cons of the request; Director Walker felt since the trademarked logo and name are an asset and, therefore, City property; she felt a contract

should be issued and not to gift it. Director O’Neal concurred and favored a contract with the option for the name and logo to be returned to the City. Director Loudermilk recommended a yearly contract. Ms. Edgemon noted the final decision would be by Mayor and Council. Director Walker motioned to recommend Ms. Daley be allowed to use the trademarked logo and name on an annual basis; Director O’Neal seconded; all in favor and was unanimously approved.

6. New Business

- a. Façade grant clarification and proposed changes – Ms. Edgemon advised that the Design Committee had revised eligible projects by eliminating painting as it can be considered a deferred maintenance item and added landscaping. Signage was also revised to eliminate for a sign itself, but to allow a grant to cover the cost of the permanent sign structure such as a post and arm. Director Presswood motioned to approve the changes as submitted; Director O’Neal seconded; all in favor and was unanimously approved.
- b. Discuss work plan priorities and preliminary budget request for 2016 – Ms. Edgemon Ms. Edgemon reviewed with the board the work plan, which included updates to reflect changes in the DCA standards for accreditation.

The budget request was reviewed and a discussion ensued on the possible tree replacement program that has been discussed by the Design Committee.

Director Loudermilk motioned to approve work plan and draft budget proposal as submitted; Director Walker seconded; all in favor and was unanimously approved.

- c. Consider removal of Courtney Hodges Boulevard from DDA and Main Street areas

Ms. Edgemon advised Administration was recommending the removal of the corridor from the downtown district and the board was being asked their thoughts and concerns regarding this. Director Loudermilk voiced concern over the removal as it was placed in the district as the corridor is a critical factor into the downtown area. Director Walker noted many of the property owners initially did not want in the downtown district and the mission of the Main Street Advisory Board is historic preservation and the corridor does not necessarily fit this mission. Concerns were also voiced from Chairman Scragg that the area would lose the opportunity for the current available grants offered through Main Street. On conclusion of discussion the board had mixed feelings about the removal but reached a consensus that the district be removed only after form-based codes are adopted and an alternative plan for the City to work with the district is in place. The board was not in favor of creating a new entity to oversee the area but supports utilizing an existing development authority where appropriate to provide assistance.

\*Director Loudermilk left at 6:03 p.m.

7. Chairman Items – Chairman Scragg advised effective immediately she was resigning from the board, along with the Promotion and Buzzard Drop committees. She thanked all of the board for their support, said that she has enjoyed serving and wished the board continued success.

8. Main Street Coordinator's Report – Ms. Edgemon reviewed the report.
9. Committee reports
  - a. Design Committee report – Committee Chairman Terre Walker gave a summary of items discussed at last committee meeting.
  - b. Approve façade grants by Design Committee – Director Presswood motioned to award \$487.50 to 753 Commerce Street and the remaining façade grant balance of \$12.50 to the 1023/1025 Ball Street project; Director Cossart seconded; all in favor and was unanimously approved.
  - c. Promotion Committee report – Committee Chairman O'Neal gave a summary of items discussed at last committee meeting.
  - d. Approve media grants by Promotion Committee – none
10. Update on Downtown Development Authority – Ms. Edgemon advised that she and Economic Development Director Robert Smith have assessed all of the properties in the downtown district, and the DDA has started discussing priorities for the Perry Downtown Development Plan that will be developed soon.
11. Certificates of Appropriateness issued – Report was reviewed.
12. Other – Ms. Edgemon advised with Chairman Scragg's departure the nominating committee would need to be formed for the new appointee. Directors Cossart, O'Neal and Presswood were assigned to the committee.
13. Adjourn – There being no further business to come before the board, the meeting was adjourned at 6:27 p.m.