

## **Main Street Advisory Board**

5:00 pm

Perry City Hall -2<sup>nd</sup> floor Conference Room

**April 14, 2016**

### **AGENDA**

1. Call to Order
2. Guests/Speakers
  - a. Welcome new Main Street board member
3. Review meeting March 3, 2016, minutes
4. Review March 2016 financial reports
5. Old Business
  - a. Elect chairman
  - b. Update on branding initiative
  - c. Update on form-based codes and Gen. Courtney Hodges Boulevard in DDA district
6. New Business
  - a. Consider Nominating Committee's Design Committee recommendation – Terre Walker
  - b. Conduct annual review of mission and vision statements
  - c. Schedule FY17 budget hearing and update on proposed budget request
7. Discuss work plan and accreditation status
8. Chairman Items
9. Main Street Coordinator's Report
  - a. Update on Jaycees and 3<sup>rd</sup> Street park site plans
10. Committee reports
  - a. Design Committee report – Committee Chairman
  - b. Approve façade grants by Design Committee
  - c. Promotion Committee report – Committee Chairman
  - d. Approve media grants by Promotion Committee
11. Update on Downtown Development Authority
12. Certificates of Appropriateness issued
13. Other
14. Adjourn

*The mission of the Perry Main Street Advisory Board is to promote and create a thriving central business district in Downtown Perry and along primary entrance corridors into the Downtown Development District, while preserving Perry's historic resources and character.*

# 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 who had mixed feelings about the removal but reached a consensus that no steps be taken to remove the corridor from the district until the form-based codes are adopted and in place and that if the corridor is to be removed from the district, the City has an alternative plan to work with the district already 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.

**Main Street Advisory Board Restricted Fund**  
**GL Account 100.00000.13.4208**

	<u>Facade Grant</u>	<u>Unrestricted</u>
<b>Deposit (Donations/Sponsorships)</b>	<b>3,007.45</b>	<b>7,113.62</b>
Memorial Bench Donations	3,500.00	
<b>Expenditures</b>		
September Expenditures	(25.00)	
October Expenditures		
November Expenditures		(885.00)
December Expenditures		
January Expenditures	(570.00)	
February Expenditures	(500.00)	(750.00)
March Expenditures		(145.00)
<b>Available Funds as of 3/30/16</b>	<b>5,412.45</b>	<b>5,333.62</b>
		<b>10,746.07</b>

D E T A I L L I S T I N G  
 PAGE: 1  
 PERIOD TO USE: Mar-2016 THRU Mar-2016  
 ACCOUNTS: 75510.00.0000 THRU 75510.99.9999  
 =====BALANCE=====

75510.51.1100	REGULAR SALARIES	B E G I N N I N G	B A L A N C E	0.00
75510.51.1300	OVERTIME	B E G I N N I N G	B A L A N C E	0.00
75510.51.2100	EMPLOYEE LIFE INSURANCE	B E G I N N I N G	B A L A N C E	0.00
75510.51.2120	EMPLOYEE HEALTH INSURANCE	B E G I N N I N G	B A L A N C E	0.00
75510.51.2130	EMPLOYEE DENTAL INSURANCE	B E G I N N I N G	B A L A N C E	0.00
75510.51.2200	FICA	B E G I N N I N G	B A L A N C E	0.00
75510.51.2401	RETIREMENT CONTRIBUT-ICMA	B E G I N N I N G	B A L A N C E	0.00
75510.51.2700	WORKERS COMPENSATION	B E G I N N I N G	B A L A N C E	0.00
75510.52.3300	ADVERTISING	B E G I N N I N G	B A L A N C E	0.00
75510.52.3500	TRAVEL	B E G I N N I N G	B A L A N C E	0.00
75510.52.3600	DUES & FEES	B E G I N N I N G	B A L A N C E	25.00
75510.52.3850	CONTRACT LABOR	B E G I N N I N G	B A L A N C E	0.00





# Perry

## Where Georgia comes together.

### The Perry Brand Adds Value to Our Community!

- ⇒ **Unified Perry focus, promise, and experience**
- ⇒ **Positive, cohesive, and consistent Perry perceptions**
- ⇒ **Differentiation from other communities**
- ⇒ **Social, community, and economic development**



**FOR 11 DAYS EVERY YEAR.**  
**Perry is the largest city in Georgia.**



Perry is many things to many people but there are a few undeniable truths:

1. Perry's top asset is the Fairgrounds and the Georgia National Fair. They put Perry on the map.
2. Perry's Downtown shapes our character and delivers our southern charm.
3. Perry's charm is also displayed in the character our people.
4. Perry's central location in Georgia and proximity to I-75 is very important.

The Perry Brand affirms and leverages these truths

### Perry is where Georgia comes together.

Perry is, literally and figuratively, "Where Georgia is in central Georgia along Comes Together." Building I-75, whose Downtown upon our central location in conveniently serves the class Georgia and our historical southern Georgia hospitality people identity as "The Crossroads of Georgia" while integrating experiences are more the many reasons why people visit Perry, such as the Georgia National Fair and our Downtown, the new Perry Brand embodies who we are as a community. For people looking for a relaxing break in their journey and for the charm of authentic southern

**We know who we are.  
 Others know who we are.**

**TIME TO OWN IT!**

### Perry's Experiences Build our Brand



**ENJOY A SHOPPING EXPERIENCE**  
 Enjoy a shopping experience with our downtown mall, mall events and more the mall.



**START YOUR VACATION**  
 Start your vacation before you start your vacation.

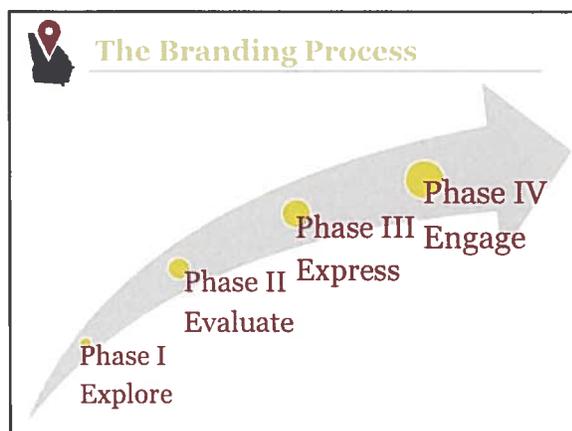
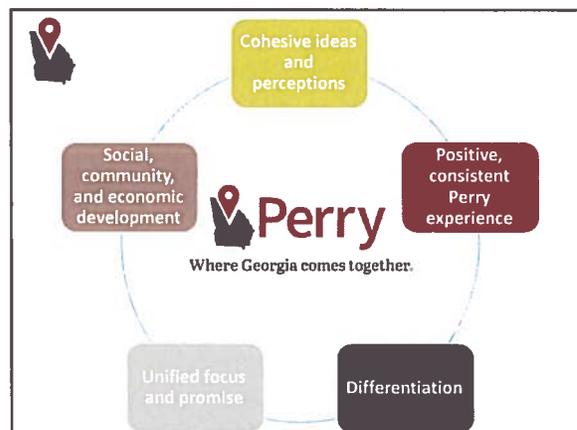


 *“Our community, our reputation, must be defined by our community.  
Or it will be defined by others.”*

- Steve Chandler 

 **Why Brand?**

*Branding adds value to our community.*



 **The Branding Committee**

Member	Organization
Trish Cossart	Perry Downtown Merchants Association
Nadine Paine	Uptown Perry Partnership
Randall Walker	City of Perry
Stacy Campbell	Georgia National Fairgrounds & Agricenter
Darlene McIendon	Perry Area Chamber of Commerce
Catherine Edgemon	Perry Main Street / DDA
Gary Moullet	Perry Area CVB Authority
Terre Walker	Perry Area Historical Society
Ashley Brown	Georgia National Fairgrounds & Agricenter
Robert Smith	Perry Economic Development

**Phase I: Explore**  
*Learning the Perry Story*

- In-Market Team Visit
- Stakeholder Interviews
- Focus Groups
- Community Destination, Business, and Lifestyle Study
- Brand Experience and Field Audit
- State and Peer Interviews
- Attitude Awareness and Perception Study
- Community Segmentation Analysis

**Phase I: Explore**  
*How Community Leaders See Perry*

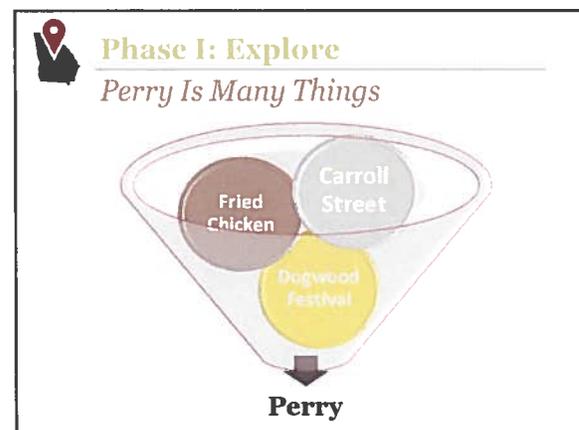
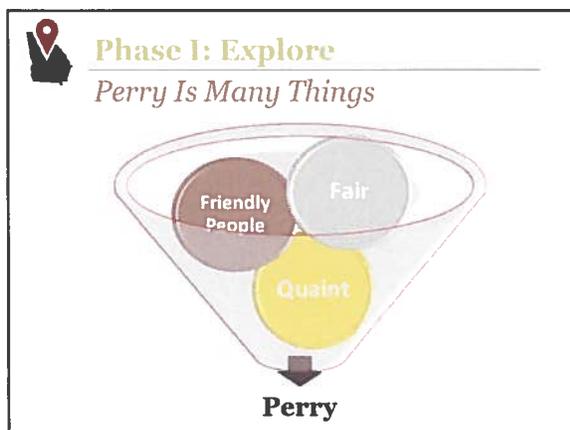
- Quaint
- Friendly
- Small Town

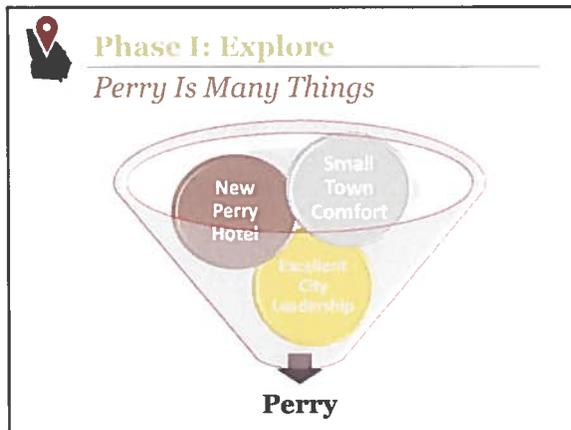
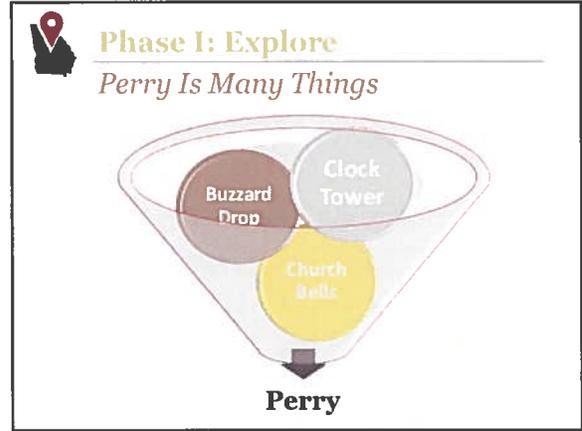
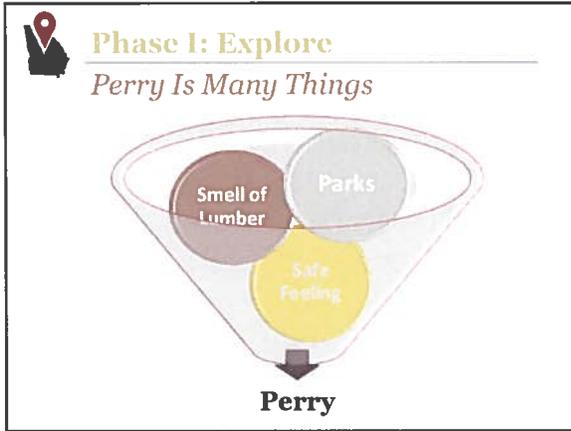
**Phase I: Explore**  
*How Perry Sees Perry*

- Friendly
- Safe
- Quaint

**Phase I: Explore**  
*How Others See Perry*

- Fair
- Agricenter
- Peaches





- Phase II: Evaluate**  
*What is the MOST compelling Perry Story?*
- SWOT Analysis
  - Brand Profile Wheel
  - Brand Sensory Assessment
  - Brand Promise Platform
  - Brand Strategy Development

**Phase II: Evaluate**  
*Perry Truth #1*

Perry's top asset is the Fairgrounds and the Georgia National Fair. It puts Perry on the map.

**Phase II: Evaluate**  
*Perry Truth #2*

Perry's Downtown shapes our character and delivers our southern charm.



**Phase II: Evaluate**

*Perry Truth #3*

Perry's southern charm is also displayed in the character of our people.



**Phase II: Evaluate**

*Perry Truth #4*

Perry's central location in Georgia and proximity to I-75 is very important.



**Phase II: Evaluate**

**OF COURSE!**

These brand truths affirm who we are as a community and we must eternalize, leverage, and build upon who we are.



**Phase II: Evaluate**

*Perry Brand Strategy*

Own Perry's traditional Georgia southern charm and leverage our central location as a way to create a more personal experience to guests, families, and businesses.



**Phase II: Evaluate**

*Strategic Brand Platform*

For people looking for a relaxing break in their journey and for the charm of authentic southern small towns, the City of Perry is in Central Georgia along I-75, whose Downtown conveniently serves the classic Georgia hospitality you seek, so your experiences are more personal and you feel enriched.



**Phase III: Express**

*Telling the Perry Story*

- Creative Platform Development
- Logo Development and Tagline
- Positioning Copy
- Brand Guidelines



**Phase III: Express**

Adherence to brand guidelines and standards will be required.



**PERRY GEORGIA COLOR AND FONTS**

**COLOR PALETTE**

**RECOMMENDED PERRY TYPEFACE**

**Phase III: Express**

*The Perry Brand is so much more than a logo and tagline and must be expressed as such. **Our Brand is our experience.** It's who we are as a community and our promise to those who live in Perry, conduct business in Perry, and visit Perry.*

**Phase IV: Engage**  
*Perry's Experience & Promise*

**Current and most critical branding phase!**

- Implementation Plan
- Community Outreach and Engagement
- Training
- Ongoing Monitoring

**Phase IV: Engage**

- Community engagement and buy-in makes a brand.
- Branding Committee will continue as community lead in:
  - Marketing the Perry Brand
  - Working with entire community to implement the Perry Brand and carry the community message.
  - Creating a comprehensive sense of place.

**A Community Unified**

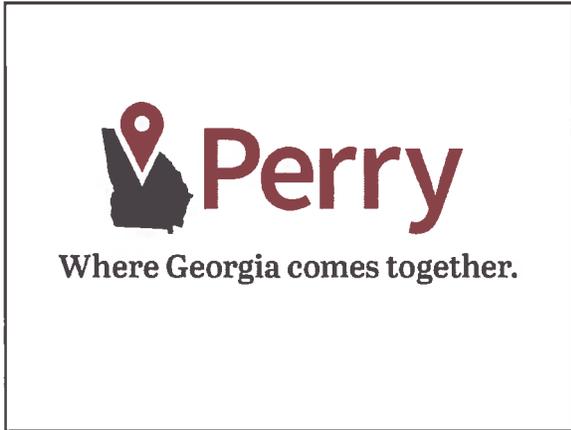


**Perry**  
Where Georgia comes together.

**Phase IV: Engage**

*We know who we are.  
Others know who we are.  
Perry is where Georgia comes together.*

**Time to own it.**



## PERRY MAIN STREET ADVISORY BOARD

### MISSION

The mission of the Perry Main Street Advisory Board is to promote and create a thriving central business district in Downtown Perry and along primary entrance corridors into the Downtown Development District, while preserving Perry's historic resources and character.

### VISION

The Perry Main Street Program is an **organization** of community partners dedicated to the economic growth and revitalization of downtown Perry with a commitment to the preservation and promotion of our community's historic resources and assets as part of our growth strategy. Perry Main Street Advisory Board utilizes the Main Street 4 Point Approach to implement the program.

Perry Main Street Advisory Board will undertake events and marketing efforts to **promote** a vibrant and thriving central business district while promoting Downtown Perry as THE place to live, work and play in Middle Georgia. The program's **design** goals will capitalize on historically significant features and attractive gateways and corridors.

Our priorities include the promotion and development of mixed-use concepts that will encourage connectivity and pedestrian-scale development, enhance livability and residential housing options, support recreation, cultural and leisure activities, facilitate **economic restructuring** and growth, and demonstrate a commitment to the historic character of Downtown Perry.

**Perry Main Street Program Inc.**  
**Draft FY17 Budget**  
**03/21/2016**

	<b>FY15 Income</b>
<b>REVENUES</b>	
Intergovernmental/City of Perry	
Hotel/Motel Tax Special Revenue Fund	39,250.00
Hotel/Motel Tax Subtotal	39,250.00
Memorial Bench Program (Restricted Account)	2,000.00
Memorial Bench Program Subtotal	2,000.00
Promotions (Restricted Account)	
Gift Card for Open on First Friday	1,200.00
Prize Money	300.00
Promotion Subtotal	1,500.00
<b>Revenue Total</b>	<b>42,750.00</b>

	FY15 Expenses
<b>EXPENDITURES</b>	
<b>Organization</b>	
Board Training	1,000.00
Board Travel	1,000.00
<b>Organization Subtotal</b>	<b>2,000.00</b>
<b>Design</b>	
Hist Pres/Educational Programming	100.00
Façade Grants	10,000.00
Design Studio Assistance	1,000.00
Fall decorations	650.00
<b>Design Subtotal</b>	<b>11,750.00</b>
<b>Promotion</b>	
Full-page Color Ad in Macon Magazine	3,000.00
Billboards Small Biz Sat, 1st Fri, Brand	3,000.00
Video for downtown Perry	1,000.00
2 GNFA "Welcome to Perry" Street Parties	20,000.00
Matching Media Grants	1,200.00
Memorial Bench Program	800.00
Halloween, Event Prize Money	300.00
First Friday Open Incentive	1,200.00
<b>Promotion Subtotal</b>	<b>30,500.00</b>
<b>Economic Vitality (DDA)</b>	<b>0.00</b>
Budget to be presented separately	
<b>Expenditure Total</b>	<b>\$ 44,250.00</b>

Balance Beginning MS Restricted Account	11,000.00
Income	42,750.00
	-
Expenses	44,250.00
<b>End Balance MS Restricted Account</b>	<b>\$9,500.00</b>



# 2016 Annual Standards for Accreditation

# 1. Broad-based Community Support

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At its best, a local Main Street Program represents and involves a coalition of organizations, agencies, businesses, and individuals from throughout the community. This does not only include property or businesses in the commercial district or those who have a direct economic tie to it, but all members of the community who are interested in the community's overall economic, cultural and historical health. Involvement by both the public and private sectors is critical as well; neither sector can revitalize the commercial district without the skills and vantage points of the other. Ideally, both sectors will participate in the revitalization process by providing funding, leadership, and ideas, and by encouraging collaboration between existing programs to assist in the revitalization process. By actively involving a broad range of interests and perspectives in the development of your historic district, the Main Street program leverages the community's collective skills and resources to its maximum advantage. The overall goal is for a broad range of constituencies from both sectors to understand and be philosophically committed to the revitalization process, and the maximum resources possible to achieve the goal of revitalizing the commercial district.

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## Indicators-

- Organization actively recruited new volunteers during 2016. (1 point)
- Staff spends time building relationships with downtown business owners and district stake-holders. (1 point)
- Organizations that have a membership program or Business Improvement District actively worked to recruit new members and retain existing members. (1 point)
- Board representation came from at least 4 of the following entities: chamber, CVB, city, county, preservation organization, district property owner, business owner, resident, large employer, other community institution/organization. (1 point)
- Community involvement was comprised of financial, in-kind, and volunteer support for the success of the program. (1 point)
- Organization partnered with at least 3 other organizations in 2016. (1 point)
- The Board and Manager presented at a City Council Meeting regarding the benefits and accomplishments of the Main Street Program. (1 point)
- Program shared goals and objectives with County Commissioner and/or State Legislator. (1 point)
- Organization demonstrated a strong relationship with top city officials. (Mayor, City Manager or City Clerk) (1 point)
- Organization maintained an active public relations campaign that includes tools such as a newsletter, updated website, social media, press releases, annual meeting, annual report. (1 point)

## 2. Vision and Mission Statement

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A mission statement communicates the organization's sense of purpose and overall direction. A vision statement communicates and describes the look and feel of the district when the mission has been accomplished. The mission statement should additionally identify the method to achieve the community's vision for their downtown.

Be mindful that neither is simply a slogan. Both statements should be developed with the participation of the board, committees, program volunteers, and the community.

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### Indicators-

- Current and clear mission statement. (2 points)
- Current and clear vision statement. (2 points)
- All board members are familiar with the mission statement. (2 points)
- Organization has reviewed the mission and/or vision in 2016. (2 points)
- Organization actively promoted the mission and/or vision to the public using tools such as its website, business cards, press releases, banners, printed materials, etc. (2 points)

**TOTAL** 10

# 3. Comprehensive Work Plan

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A comprehensive annual work plan provides a detailed blueprint for the organization's activities; reinforces the program's accountability both within the organization and in the broader community; and provides measurable objectives by which the program will track its progress. Tasks, with names of people assigned to complete them, budgets and timelines are important components that add to the strength of this document.

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## Indicators-

- Has a current annual work plan on file with DCA and this document was regularly reviewed during board meetings. (2 points)
- Has an annual work plan accessible and visible on website. (1 point)
- Hosted an Community Visioning Session in 2016. (1 point)
- Hosted at least one annual meeting of the Board to develop the annual work plan. (1 point)
- Solicited input from the community, through a survey, public meeting or online inquiries regarding the development of the work plan. (1 point)
- Board members assisted in the execution of the work plan. (1 point)
- Committees, task forces or volunteers met to detail and execute items identified in the work plan. (1 point)
- Work plan contained measurable objectives including a timeline, budget and job assignments. (1 point)
- A copy of the approved work plan was provided to the City Manager/Clerk and Mayor. (1 point)

TOTAL 8

# 4. Historic Preservation Ethic

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Historic preservation is central to a Main Street program's purpose. The historic buildings and public spaces of a traditional commercial district enrich civic life and add value on many levels to the community. Developing a historic preservation ethic is an ongoing process of education and discovery for a community and for a local Main Street program. Main Street programs that have embraced a strong historic preservation ethic are successful in saving, rehabilitating, and finding new uses for traditional commercial buildings. A strong focus should be on intensifying the uses of the district's buildings, through both specific building improvement projects and through policy and regulatory changes, which make it easier to develop property within the commercial district.

Many Main Street programs support preservation values, but do not fully understand that preservation is a shared responsibility and ethic, not just an activity or group of activities. Historic preservation involves not only the process of preserving, rehabilitating, restoring, or renovating older commercial buildings, but also the process of adopting long term preservation sensitive planning and positive land use policies, and removing barriers to downtown investment.

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## Indicators-

- Downtown property or district is listed in the National Register of Historic Places. (2 points)
- Organization used news media to educate community regarding the history and cultural significance of your downtown. (1 point)
- The downtown district has a facade grant program available for local businesses. (1 point)
- Community is a Certified Local Government. (1 point)
- Municipality has a code enforcement strategy in place. (1 point)
- Organization or local business utilized the Downtown Design Studio in the current calendar year. (2 points)
- No historically significant buildings were demolished in the calendar year. If a building was demolished, the documentation process was thoughtfully executed and the community was made aware of demolition mitigation measures. (2 points)

\*List continued on next page\*

# 4. Historic Preservation Ethic Cont.

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- Community received and executed a Historic Preservation Fund Grant from the National Park Service. (2 points)
- Local community hosted a national historic preservation activity in May or another preservation project during the calendar year. (2 points)
- Local program *hosted* or *attended* a statewide Historic Preservation Commission training during the calendar year. (3 pts hosting, 2 pts attended)
- Community has an active database of the downtown business district including photos and property descriptions (1 point)
- Historic District has designated a local design ordinance with design review process in place. (2 points)
- The city has historic preservation protections for residential neighborhoods contiguous to the historic central business district. (1 point)
- Preservation sensitive building rehabilitation and/or restoration was completed in 2016. (1 point)
- Projects using either Federal Rehabilitation Investment Tax Credits (RITC) or the State Income Tax Credit for Rehabilitated Historic Property incentives were completed downtown. (2 points)
- State financial incentives were utilized for downtown projects in 2016.(1 point)
- Community has a sign ordinance in place that is specific to the historic commercial district.(1 point)
- Program or City developed or updated design guidelines for the commercial historic district. (2 points)

Total: 15

*For this standard you must achieve a total of 10 out of the possible 27 points in order to be recommended for accreditation.*

# 5. Active Board & Committees

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Main Street revitalization is an ongoing process of changing a community's attitudes about its traditional commercial district(s). The direct involvement of an active board of directors and active volunteers is vital to this process. The Main Street director is responsible for facilitating the work of volunteers, not for single-handedly revitalizing the commercial district. In some cases, local Main Street programs were originated by or have merged with other organizations, which have a broader agenda (such as a chamber of commerce or a convention and visitors bureau). A local Main Street program with this structure has a better chance of long-term success if it maintains focus on its particular purpose and if its mission statement, work plan, budget, and governing body remain distinct from that of the larger organization in which it is contained. A full board that meets regularly, as stated in its by-laws, is extremely important in supporting this success.

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## Indicators-

- Board of directors is not a figurehead board but is a working board. (1 point)
- Board met at least 6 times during the calendar year and had a quorum at all meetings. (1 point)
- Board members participated in the activities of the organization. (1 point)
- A copy of all board minutes are on file with DCA. (1 point)
- Board meetings are well-managed, with an agenda prepared and distributed in advance, along with a copy of the past meeting's minutes. (1 point)
- Organization has a signed annual MOU on file with the DCA regarding the processes and official execution of the local Main Street program. (1 point)
- Organization has by-laws, board member commitment letter, board member job descriptions, and supports a formal board member orientation. (1 point)
- All new and/or existing Board Members attended Main Street 101 within their first year of their first term on the board. (1 point)
- Organization holds Directors and Officers insurance. (1 point)
- Board members participated in training in 2016, such as DCA/NMSC *webinars, Main Street 101, Main Street 201, the Georgia Academy for Economic Development, Statewide Historic Preservation Commission Training, the Governor's Tourism Conference, The National Main Streets Conference, the Georgia Downtown Conference, National Alliance of Preservation Commissions or any other preservation based training*. (1 point)

TOTAL: 9

# 6. Adequate Operating Budget

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In order to be successful, a local Main Street program must have the financial resources necessary to carry out the annual program of work. The size of a program's budget will change as the program matures (in its early years, it may need less money than in high growth years). In addition, program budgets are likely to vary according to regional economic differences and community size.

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## Indicators-

- Program has a budget adequate to the execution of the annual work plan in conjunction with the MOU. (1 point)
- Funding is derived from at least 3 of the following sources: membership, earned income, sponsorship, municipal support, county support, facility leases, special event revenue, special tax districts, charitable contributions or grants. (1 point)
- At least 20% of the budget comes from non-tax generated revenue. (1 point)
- Budget includes education and travel expenses to attend the National Main Streets Conference or other training opportunities as outlined in the MOU with DCA. (1 point)
- Organization has at least 3 months of operating reserves in savings, at the time of completing the annual assessment. (1 point)
- A copy of the budget is submitted to the City Manager and Mayor. (1 point)
- A copy of the organizations budget is publically accessible. (2 points)
- Program has an annual audit or review of finances. (1 point)
- Board is provided an up-to-date financial report at each meeting. (1 point)

TOTAL: 9

# 7. Staff Management & Development

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Coordinating a successful Main Street program requires a trained, professional staff person whose sole focus is the success of their downtown. Main Street Managers come from a broad range of academic and professional backgrounds. The most successful Main Street Managers are those who are good communicators, support and motivate volunteers, have good project management skills and keeping revitalization activities moving forward on schedule and on budget.

Date of Hire for Main Street/Organization Director: 12/31/13

Date of 2016 employee evaluation: \_\_\_\_\_

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### Indicators-

- Full-time staff meets the Georgia Main Street Program salary average of \$46,500, Part-time staff meets the salary average of \$15,500. (1 point)
- Staff received appropriate benefits. (1 point)
- Executive Staff has completed any level of certification from the GDA professional development course. (1 point)
- Executive staff was in place for at least 10 months during 2016. (1 point)
- Executive staff received a formal written evaluation during 2016, during which performance expectations & compensation package of staff were discussed, reviewed and revised. (1 point)
- Organization provided staff with professional development opportunities in 2016. (1 point)
- Executive staff is active and engaged in the community. (1 point)
- 75% of the staff's time was spent on Downtown Development related activities, programs or initiatives. (1 point)
- Executive staff made regular monthly reports to the board. (1 point)
- Manager is a Nationally Certified Main Street Manager or holds a license, or certificate in the field of planning, economic development, finance and/or architecture. (1 point)

TOTAL: 9

**FOR NEW MANAGERS ONLY**

Completion Date for Main Street 101: \_\_\_\_\_

# 8. Program of Ongoing Training

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In order to meet new challenges and ensure a strong organization, Main Street program participants need ongoing training. Participants, both staff and volunteers, need different skills in different phases of the revitalization process. For that reason, the skills a program's participants learn in the program's catalyst phase are rarely adequate for the growth or management phases. As staff and volunteer turnover occurs, new staff members and new volunteers will need basic Main Street training. Moreover, all program participants should stay current on issues that affect traditional commercial districts and recent revitalization techniques and models. Regular attendance at trainings and networking events is required for Main Street executive staff.

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## Indicators-

- Staff or program representative attended at least 1 Regional Main Street Managers Meeting. (1 point)
- Organization representative (staff and/or board member) attended the Georgia Downtown Conference and/or the National Main Streets Conference. (1 point)
- At least 2 volunteers (board members or committee members) viewed a Georgia Main Street Program Webinar. (1 point)
- Manager and or 2 or more board members attended statewide or national preservation based training during the calendar year. (1 point)
- Main Street Manager received at least 30 hours of downtown development related training. (4 points)
- Organization representative (staff and/or volunteer) attended training opportunities or workshops hosted by the Georgia Academy for Economic Development, Georgia Department of Economic Development, the Georgia Downtown Association, The State Historic Preservation Office, The Carl Vinson Institute of Government, the Georgia Municipal Association, the Georgia Planning Association, or other organizations as applicable. (2 points)

TOTAL: 9

# 9. Reporting of Key Statistics

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Tracking statistics—reinvestment, job and business creation, etc. —provides a tangible measurement of the local Main Street program's impact and is crucial to securing financial and programmatic support for the revitalization effort. **Statistics must be collected on a regular, ongoing basis, and shared as needed.**

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## Indicators-

- Organization submitted 2016 monthly reports **no later than 30 days** after the end of each calendar month. (6 points)
- Organization created/distributed an annual report promoting work plan accomplishments and reinvestment statistics. (2 points)
- Staff regularly communicated with Office of Downtown Development staff outside of trainings and networking meetings. (1 point)
- Staff used the Georgia Main Street Managers Facebook Group and/or National Main Street list serve as a tool to improve your district. (1 point)

TOTAL 10

# 10. Main Street Network Membership

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Participation in the National Main Street Network membership program connects local programs to their counterparts throughout the nation, providing them with valuable information and resources.

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## Indicators-

- Organization is a current National Main Street Network member (10 points)

TOTAL: 10

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Standard 1 Totals: 8

Standard 2 Totals: 10

Standard 3 Totals: 8

Standard 4 Totals: 15

Standard 5 Totals: 9

Standard 6 Totals: 9

Standard 7 Totals: 9

Standard 8 Totals: 9

Standard 9 Totals: 10

Standard 10 Totals: 10

Total number of the above accreditation standards receiving 7 or more points: 10

**Organizations scoring at least 7 points on standards 1,2,3,5,6,7,8,9,10 and at least 10 points on standard 4 criteria will be recommended for national accreditation.**

## Main Street Coordinator Monthly Report for March 2016

### Highlights of completed and/or upcoming project and task highlights

- Prepared agendas, reviewed minutes and attended Main Street 4 Points committee meetings
- Prepared agendas, reviewed minutes and attended DDA and Main Street meetings
- Sent DDA info to Brenda King for financial report she prepares
- Helped to prepare info for FYI newsletter and weekly City Hall TV announcements
- Met with Tara Bradshaw in Dublin to see downtown redevelopment projects – 3/1
- Met with Robert Smith r/e Main Street and DDA budget requests, made list of potential projects – 3/1-3/2
- Watched “Outside the Storefront” webinar – 3/2
- Attended branding committee and PDMA meetings – 3/3
- Prepared DDA draft policies and procedures – 3/4
- Prepared draft contract for farmers’ market logo and name usage by market manager – 3/4
- Prepared Main Street Advisory Board position on CHB removal from downtown district memo – 3/4
- Completed DCA online monthly report for February – 3/7
- Updated downtown business listings, address labels and checked updated DDA parcel assessment map – 3/7
- Dropped off information for Renew/Women Reaching our Community – 3/7
- Attended safety committee meeting – 3/8
- Attended Georgia Downtown Conference in Athens – 3/8-3/11
- Worked on list of potential Main Street nominees for DDA to consider – 3/8-3/15
- Worked on proposal to host Georgia Downtown Conference for 2017 – 3/16-3/18
- Worked on letter list for alley donations and attended form based codes meeting – 3/17
- Attended downtown development plan hearing – 3/21
- Contacted Boy Scouts to confirm participation with Lions and DDA on cleanup day in April – 3/21
- Reviewed development plan draft, discussed with Robert Smith – 3/22
- Attended branding committee meeting and discussed potential downtown projects with city manager – 3/23
- Visited Arrowhead Tool and talked to Catrelsa Benjamin r/e COA compliance process
- Contacted Main Street board members, nominating committee r/e Kelly Hillis appointment to Main Street, wrote memo for council agenda – 3/23
- Contacted Jodi Daley r/e contract to use farmers’ market logo and name, wrote memo – 3/18-3/23
- Drove around downtown to evaluate fall decoration locations, discussed decoration ideas with Terre Walker, gathered cost estimates, prepared memo on fall decoration recommendation – 3/23
- Worked with Terre Walker to schedule community meeting with Lewis Meeks to discuss 1970s downtown improvements, notified Hawkinsville Garden Club who wants to attend – 3/24
- Met with Robert Smith r/e Main Street and DDA budget requests, adjusted budgets and got estimated costs for some items he suggested adding – 3/24-3/25
- Wrote draft news release business spotlight on A Couple of Jerks – 3/25
- Visited Bellamy Jewelers, Teacher’s Nest, Rave Reviews in Village Shops – 3/25
- Prepared DDA budget request memo, emailed tweaked budget and work plan to DDA – 3/28
- Worked on Main Street annual accreditation standards progress update, prepared agenda backup – 3/28-3/30
- Prepared Main Street budget request memo, emailed tweaked budget and work plan to Main Street – 3/29
- Visited Crossroads Family Eyecare and Village Boutique – 3/31
- Wrote street closure letter draft for downtown merchants for Dogwood Festival – 3/31
- Talked to business owner Larry Walker r/e design consultation with Design Studio – 3/31

<u>Openings in or near downtown</u>	<u>address</u>	<u>type</u>	<u>license date</u>	<u>jobs</u>	<u>location</u>
Real Turf Solutions	717 Commerce St	landscape services	03.02.16	2	DDA
J. Brannen Automotive	343 Gen CHB	used car lot	03.18.16	3	DDA
Coldwell Banker Robbins & Free	1101 Washington St.	real estate	03.23.16	1	DDA
Access Loan Company Inc	1307-11 Ball Street	consumer lending/tax svc	03.24.16	2	DDA
Rave Reviews	736-9 Carroll Street	retail	03.29.16	1	DDA

Closure notifications and Relocations - None

# CITY OF PERRY: JAYCEES PARK

Prepared by: TSW

For: City of Perry

Date: 03.30.2016

Description	Qty	Unit	Unit Cost	Item Cost
<b>MOBILIZATION FEE</b>				
Mobilization Fee	1	LS	5% Total Cost	\$53,687.17
<b>Subtotal</b>				<b>\$53,687</b>
<b>CARROLL + MAIN STREET DEMOLITION</b>				
Remove Asphalt Pavement: Carroll Street Turn Lane + Main Street	1	ALLOW	\$ 150,000.00	\$150,000.00
New Sidewalks: at Carroll Street removal	3263	SF	\$ 6.00	\$19,578.00
Street Trees - 2" Caliper- Canopy	3	EA	\$ 350.00	\$1,050.00
Seed Lawn	4645	SF	\$ 0.50	\$2,322.50
<b>Subtotal</b>				<b>\$172,951</b>
<b>OTHER DEMOLITION</b>				
Remove Concrete Pavement: Parking/Alley Connector	15564	SY	\$ 4.00	\$62,256.00
Remove On-site Concrete Patches	22511	SF	\$ 4.00	\$90,044.00
Remove existing site wall	148	LF	\$ 4.00	\$592.00
Remove Asphalt On-Site	1170	SF	\$ 4.00	\$4,680.00
Tree Removal	15	EA	\$ 350.00	\$5,250.00
<b>Subtotal</b>				<b>\$162,822</b>
<b>PARKING LOT/HARDSCAPE</b>				
Temporary Traffic Control	1	LS	\$10,000.00	\$10,000.00
Roundabout (APPROX 6,045 SF; 21,870 SF total asphalt)	1	ALLOW	\$65,000.00	\$65,000.00
Granite Curbing at Medians	243	LF	\$20.00	\$4,860.00
Concrete Sidewalk Broomswept w/ Score Pattern	10,433	SF	\$6.00	\$62,598.00
Concrete Curbing (at oval)	1	ALLOW	\$3,500.00	\$3,500.00
Concrete Plaza - Sandblast	2,461	SF	\$6.00	\$14,766.00
Vehicular Concrete	2,871	SF	\$9.00	\$25,839.00
Concrete Stairs	228	LF	\$100.00	\$22,800.00
Granite Seat Wall (~25 LF)	75	FF	\$75.00	\$5,625.00
Granite Curb Wall; 30" tall max	850	FF	\$50.00	\$42,500.00
Memorial Brick Pavers on 57 Aggregate Base	2,740	SF	\$11.00	\$30,140.00
Granite Veneer Memorial Walls	84	LF	\$150.00	\$12,660.00
Granite Fines on 57 Aggregate Base	3,272	SF	\$5.00	\$16,360.00
Traffic Signage/Striping	1	ALLOW	\$3,000.00	\$3,000.00
Handrails	1	ALLOW	\$5,000.00	\$5,000.00
<b>Subtotal</b>				<b>\$324,648</b>
<b>EROSION CONTROL</b>				
Temporary Erosion Control (+Tree Protection)	1	LS	\$5,000.00	\$5,000.00
<b>Subtotal</b>				<b>\$5,000</b>
<b>UTILITIES</b>				
Site Utilities	1	ALLOW	\$10,000.00	\$10,000.00
<b>Subtotal</b>				<b>\$10,000</b>
<b>DRAINAGE &amp; GRADING COMPLETE</b>				
Drainage, General (Includes Commerce Street Turn Lane)	1	ALLOW	\$30,000.00	\$30,000.00
<b>Subtotal</b>				<b>\$30,000</b>
<b>SITE FURNITURE</b>				
Benches	5	EA	\$1,500.00	\$7,500.00
Bollard	1	EA	\$1,500.00	\$1,500.00
Flag Pole with Flag	3	EA	\$1,500.00	\$4,500.00

Description	Qty	Unit	Unit Cost	Item Cost
Bistro Table and 2 Chairs	15	EA	\$150.00	\$2,250.00
Entrance Sign	1	ALLOW	\$10,000.00	\$10,000.00
Art Pieces (Not Included)				
			Subtotal	\$12,250
<b>WATERFEATURE</b>				
Infinity Edge Fountain	1	EA	\$150,000.00	\$150,000.00
			Subtotal	\$150,000
<b>LIGHTING</b>				
Lighting (Includes GA Power Street Lights)	1	ALLOW	\$50,000.00	\$50,000.00
			Subtotal	\$50,000
<b>LANDSCAPE</b>				
Plant Topsoil - 6"	131	CY	\$35.00	\$4,585.00
Street Trees - 2" Caliper- Canopy	65	EA	\$450.00	\$29,250.00
Trees - 2" Caliper- Ornamental	2	EA	\$300.00	\$600.00
Ornamental Grasses	75	SF	\$3.00	\$225.00
Shrubs / Ground Cover	2,827	SF	\$6.00	\$16,962.00
Evergreen Trees - 2" Caliper	6	EA	\$300.00	\$1,800.00
Sod (with fine grading) At Oval	2,463	SF	\$1.00	\$2,463.00
Seed Lawn	36,743	SF	\$0.75	\$27,557.25
Irrigation	1	ALLOW	\$8,000.00	\$8,000.00
			Subtotal	\$91,442
<b>PROJECT GRAND TOTAL</b>				
			Subtotal	\$1,073,743.39
			Contingency (20%)	\$214,748.68
			<b>FINAL TOTAL</b>	<b>\$1,342,179</b>
<b>DISCLAIMER</b>				
This cost estimate is intended only for use as a preliminary evaluation of the general magnitude of the general costs associated with the project. The water and sewer are assumed to remain as is. The material quantities shown herein are subject to change. Unit prices are compiled from job costs of similar projects when such information is available. In the absence of this source of information, other published references may be used to determine approximate unit prices. Variation in items such as raw material costs, labor efficiency, wage rates, and union practices will affect final project costs.				



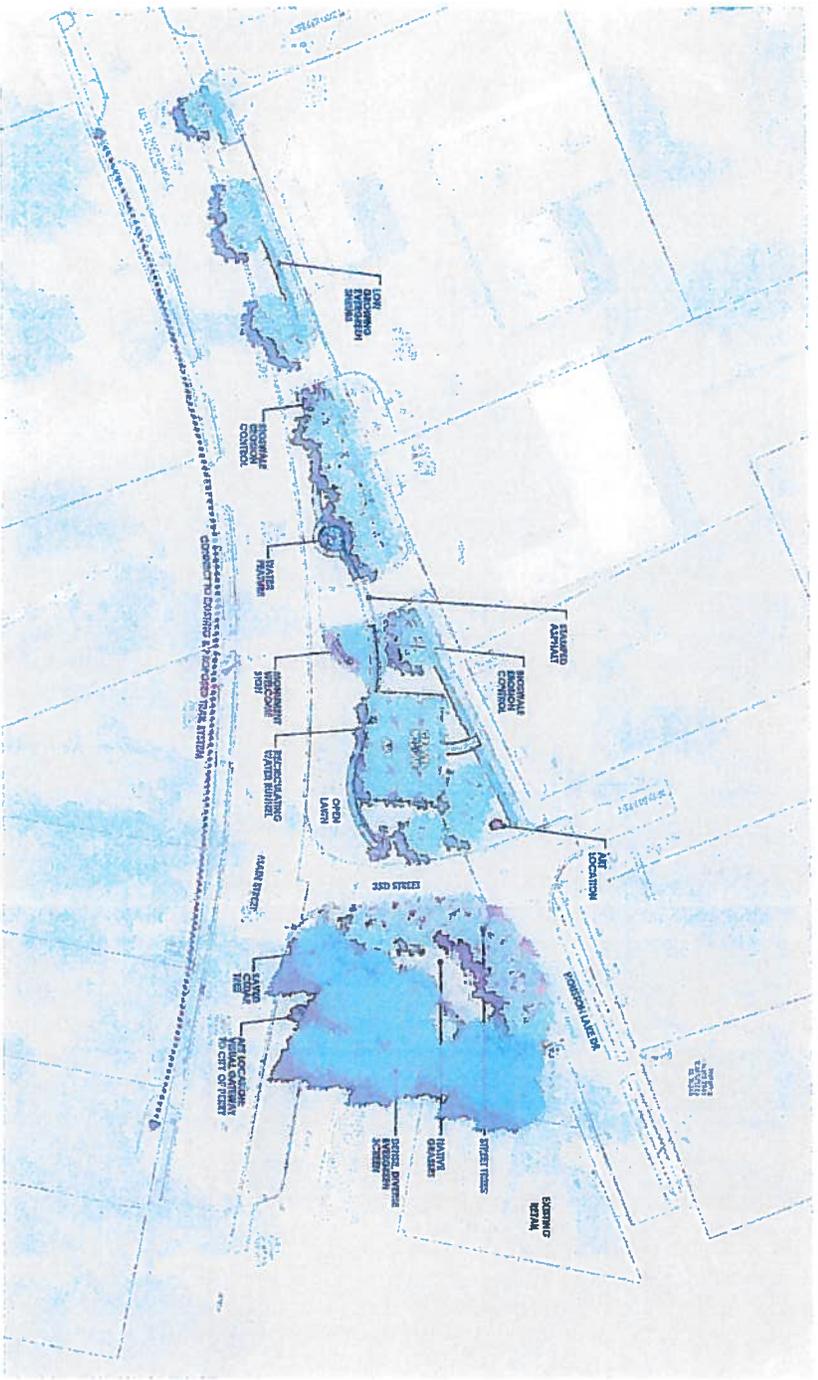
# CITY OF PERRY: 3RD STREET PARK DESIGN DEVELOPMENT

Prepared by: TSW | For: City of Perry | Date: 03.30.2016

Description	Qty	Unit	Unit Cost	Item Cost
<b>MOBILIZATION FEE</b>				
Mobilization Fee	1	LS	5% Total Cost	\$19,120.03
			<i>Subtotal</i>	<i>\$19,120</i>
<b>DEMOLITION</b>				
Site Demolition	1	ALLOW	\$5,000.00	\$5,000.00
			<i>Subtotal</i>	<i>\$5,000</i>
<b>PARKING LOT/HARDSCAPE</b>				
Temporary Traffic Control	1	LS	\$10,000.00	\$10,000.00
Granite Curbing- 6" tall (at Bosque Edge)	162	LF	\$20.00	\$3,240.00
Pedestrian Concrete- 6" Depth	817	SF	\$6.00	\$4,902.00
Granite Fines on 57 Aggregate Base (Bosque)	3,264	SF	\$5.00	\$16,320.00
Loose Boulders	1	ALLOW	\$5,000.00	\$5,000.00
Vehicular Stamped Asphalt Paving (~185 SF)	1	ALLOW	\$3,000.00	\$3,000.00
			<i>Subtotal</i>	<i>\$42,462</i>
<b>EROSION CONTROL</b>				
Temporary Erosion Control (+Tree Protection)	1	LS	\$5,000.00	\$5,000.00
			<i>Subtotal</i>	<i>\$5,000</i>
<b>UTILITIES</b>				
Site Utilities	1	ALLOW	\$10,000.00	\$10,000.00
			<i>Subtotal</i>	<i>\$10,000</i>
<b>DRAINAGE &amp; GRADING COMPLETE</b>				
Fine Grading	1	ALLOW	\$15,000.00	\$15,000.00
			<i>Subtotal</i>	<i>\$15,000</i>
<b>SITE FURNITURE</b>				
Benches	4	EA	\$1,500.00	\$6,000.00
Trash Receptacle	2	EA	\$1,000.00	\$2,000.00
Entrance Sign	1	ALLOW	\$10,000.00	\$10,000.00
Art Pieces (Not Included)				
			<i>Subtotal</i>	<i>\$18,000</i>
<b>WATERFEATURE</b>				
Spray Fountain	1	EA	\$75,000.00	\$75,000.00
Rill Fountain	1	EA	\$50,000.00	\$50,000.00
			<i>Subtotal</i>	<i>\$125,000</i>
<b>LIGHTING</b>				
Lighting (Includes GA Power Street Lights)	1	ALLOW	\$40,000.00	\$40,000.00
			<i>Subtotal</i>	<i>\$40,000</i>
<b>LANDSCAPE</b>				
Plant Topsoil - 6" (at ornamental grasses)	132	CY	\$35.00	\$4,620.00
Plant Topsoil - 6" (at hedges)	40	CY	\$35.00	\$1,400.00
Street Trees - 2" Caliper- Canopy	23	EA	\$450.00	\$10,350.00
Trees - 2" Caliper- Ornamental	8	EA	\$300.00	\$2,400.00
Hedge Shrubs	2,150	SF	\$6.00	\$12,900.00
Evergreen Trees - 2" Caliper	16	EA	\$300.00	\$4,800.00
Groundcover	972	SF	\$3.00	\$2,916.00
Irrigation	1	ALLOW	\$8,000.00	\$8,000.00
Ornamental Grasses	7,103	SF	\$3.00	\$21,309.00
Sod	16,792	SF	\$0.75	\$12,594.00
2 Bioswales	686	SF	\$40.00	\$27,440.00
			<i>Subtotal</i>	<i>\$106,729</i>
<b>PROJECT GRAND TOTAL</b>				
			<b>Subtotal</b>	<b>\$382,400.55</b>
			<b>Contingency (20%)</b>	<b>\$76,480.11</b>
			<b>FINAL TOTAL</b>	<b>\$478,001</b>

**DISCLAIMER**

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# 3RD STREET PARK SITE PLAN



**FAÇADE GRANTS BUDGET FY 2016 - \$7,007.45 45 (\$3,007.45 from FY15 + \$4,000 from FY16)**

Payment	Address	Date	Amount	Work	Complete
Shear Keba's Salon	736 Carroll St #14	07/23/2015	\$137.50	signage	Oct. 2015
Eyewear Boutique	1019 Ball Street	07/23/2015	\$205.00	signage	Aug. 2015
Daisy Patch	1131 Macon Road	08/26/2015	\$259.75	awning	Oct. 2015
Destiny Fitness	1121 Ball Street	08/26/2015	\$500.00	signage	Jan. 2016
Rehab Center	733-B Carroll St	08/26/2015	\$500.00	painting, lighting, new front door	Jan. 2016
Crossroads Family Eye Care	938 Carroll Street	08/26/2015	\$500.00	awning	Oct. 2015
Crossroads Family Eye Care	938 Carroll Street	09/23/2015	\$468.13	signage	Oct. 2015
Liberty Tax Service	717 Commerce St	09/23/2015	\$500.00	signage	Oct. 2015
Calvary Way Community Church	753/755 Carroll St.	10/28/2015	\$1,000.00	painting, new front door, stucco work	Jan. 2016
Dairy Queen	353 Gen. CHB	12/09/2015	\$1,000.00	exterior remodel	Jan. 2016
Dave Corson (Jackson Hewitt Tax)	1032 Ball St.	12/18/2015	\$487.50	painting, new shingles, repair wood	Apr. 2016
Brian Burrham (new tenant)	1023 Ball St.	01/13/2016	\$949.57	new door, façade improvements	Apr. 2016
Palace Boutique	753 Commerce St	02/10/2016	\$487.50	new awning	Apr. 2016
Brian Burrham (new tenant)	1023 Ball St.	02/10/2016	\$12.50	add to previous award for \$962.07 total	Apr. 2016
<b>TOTAL</b>			<b>\$7,007.45</b>		

**AVAILABLE FAÇADE GRANT FUNDS**

**\$0.00**

**MATCHING MEDIA BUDGET FY 2016 - \$1,484.28 from FY15 + sales in FY16**

Plaques sold to date (7 x \$500)	\$3,500.00
Cost for plaques	\$885.00
<b>TOTAL</b>	<b>\$2,615.00</b>

Payment	Date	Amount	Work	Complete
Perry Downtown Merchants Association	11/18/2015	\$250.00	web, print advertising for Small Biz Saturday	Dec. 2015
Perry Downtown Merchants Association	12/16/2015	\$500.00	assist with cost for promoting Small Biz Saturday	Dec. 2015
<b>TOTAL</b>		<b>\$750.00</b>		

**AVAILABLE MEDIA GRANT FUNDS**

**\$3,349.28**

**2016 CERTIFICATE OF APPROPRIATENESS**

<b><u>APPLICATION #</u></b>	<b><u>LOCATION/WORK TO BE DONE</u></b>	<b><u>DATE</u></b>	<b><u>VALUATION</u></b>
#16-01	736- Carroll Street (sign)	01.12.16	\$300.00
#16-02	1023/1025 Ball Street (door change remove mansard Roof)	01.26.16	\$16,000
#16-03	914 Carroll Street (paint and remove damaged window)	01.26.16	\$900.00
#16-04	1023 Ball Street (signs)	02.04.16	\$100.00
#16-05	1101 Washington Street (sign)	02.22.16	\$250.00
#16-06	915 Carroll St. (pressure washing and painting)	03.11.16	\$1700.00
#16-07	1307-11 Ball St. (signs)	03.24.16	\$500.00
#16-08	742 Main Street (sign)	03.31.16	\$200.00
#16-09	343 Gen Courtney Hodges Blvd. (sign)	03.31.16	\$600.00
#16-10	753 Commerce St. (sign and awning)	04.05.16	\$1500.00