



## Main Street Advisory Board

5:00 pm

Perry City Hall – Second floor conference room

**November 3, 2016**

### AGENDA

1. Call to Order
2. Guests/Speakers
3. Review meeting October 13, 2016, minutes
4. Review September 2016 financial reports
5. Old Business
  - a. Promotion Committee response to matching media grant eligibility question
  - b. Recommendations from committees for pole banner designs
  - c. Update on Small Business Saturday – selfie contest and passport promotion
6. Discuss work plan and accreditation status
  - a. Update on accreditation progress
7. Chairman Items
8. Main Street Coordinator's Report
9. Committee reports
  - a. Design Committee report – Committee Chairman
  - b. Approve façade grants by Design Committee
  - c. Promotion Committee report – Committee Chairman
    - i. Authorize \$300 matching media grant for Buzzard Drop
  - d. Approve media grants by Promotion Committee
10. Update on Downtown Development Authority
11. Certificates of Appropriateness issued
12. Other
13. 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 – October 13, 2016

1. Call to order – Chairman Bill O’Neal called the meeting to order at 5:20 p.m.

Roll: Chairman Bill O’Neal and Directors Kelly Hillis, Terre Walker, Trish Cossart and Andrew Presswood

Absent: Director Joe Brownlee and Vice-Chairman Bill Loudermilk

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

2. Guests/Speakers – none
3. Review meeting minutes of September 29, 2016 – Director Cossart made a motion to approve the minutes of the meeting on September 29, 2016, and Director Hillis seconded the motion. The minutes were approved 4-0 with Director Walker abstained from voting.
4. Review September 2016 financial reports – Ms. Edgemon reviewed the financials with members. Director Hillis made a motion to approve the financials as presented, and Director Walker seconded the motion. The financials were unanimously approved.
5. Old Business
  - a. Consider proposed eligibility revision on façade grant application  
Ms. Edgemon said the advisory board requested last month to review the façade and matching media grant programs guidelines after some businesses closed or moved after receiving grants. The Design Committee reviewed the façade grant application. The committee awarded a lot of grants last year for signage, but the program guidelines were revised earlier this year to make the post-and- arm or the sign frame eligible for grant funds, but not the sign face itself. The Design Committee feels the recent revision favors more permanent investment to a building/location and recommended against further eligibility restrictions. The advisory board concurs with the committee’s recommendation.
6. New Business
  - a. Review flag pole banner designs – Ms. Edgemon reviewed the 5 flagpole designs provided by Harold Riddle at Red Shed Creative Co. to design banners for downtown and Gen. Courtney Hodges. The Design Committee like #2 but had some changes. Ms. Edgemon will follow up and email the new designs after requested changes are made.
  - b. Historic preservation presentation – Ms. Edgemon  
Ms. Edgemon educated members on the National Historic Preservation Act, Secretary of the Interior’s Standards for Treatment of Historic Properties and the FRESH approach. Each member received a written copy of a PowerPoint presentation, which included examples of

buildings in Perry and well-known sites in America. Ms. Edgemon explained ways the board can act as ambassadors to educate the public about historic preservation.

7. Discuss work plan and accreditation status
  - a. Update on accreditation progress – Ms. Edgemon reviewed the accreditation progress with members and showed them where Main Street stands at this time.
8. Chairman Items – none
9. Main Street Coordinator’s Report – Ms. Edgemon reviewed the report with members. Ms. Edgemon relayed to members that the Coffee Cup has closed. Ms. Edgemon told members that Mike Vinson, owner of A couple of Jerks, submitted an event application too close to date for the Promotion Committee to review and asked the board to do so. He requested street closings only for a drive-in, antique care car show on Saturday, Oct. 22, with about 100 cars. Main Street recommended allowing the event to proceed and notification of police, fire and emergency services.
10. Committee reports
  - a. Design Committee reports – Director Walker gave the Design Committee report. She advised the committee did not meet in September but gave an update on the August and October meetings.
  - b. Approve façade grant by Design Committee – none
  - c. Promotion Committee report – none  
Chairman Bill O’Neal, who is also the chairman of the Buzzard Drop committee, reported that the Bob the Buzzard costume made a good impression at the Farm Day Parade. He stated that a Public Works employee has shown interest in wearing the costume. Originally, a Perry police officer volunteered to wear it but has since resigned from the department.
    - i. Authorize \$200 expenditure for Small Business Saturday prizes  
A motion was made by Director Presswood to authorize a \$200.00 expenditure to be used for prizes at Small Business Saturday. Director Hillis seconded the motion, and it was unanimously approved.
  - d. Approve media grants by Promotion Committee – none
11. Update on Downtown Development - Director Hillis told members that DDA is moving forward with the alley project downtown and consulted the city attorney on strategy.
12. Certificates of Appropriateness issued – Ms. Edgemon reviewed with members.
13. Other – The remaining Main Street Advisory Board meetings for 2016 will be held on Thursday, Nov. 3, and Thursday, Dec. 8.
14. Adjourn – With no further business, the Main Street meeting was adjourned at 6:12 p.m.

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

	<u>Façade 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	
Memorial Bench Donations - July	500.00	
Memorial Bench Donations - August	1,000.00	
Memorial Bench Donations - September	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)
April Expenditures	(1,937.07)	(10.35)
May Expenditures	-	-
June Expenditures	-	(234.24)
July Expenditures	-	-
August Expenditures	-	-
September Expenditures	-	(310.00)
<b>Available Funds as of 9/29/16</b>	<b>5,475.38</b>	<b>4,779.03</b>
		<b>10,254.41</b>

CITY OF PERRY  
REVENUE & EXPENSE REPORT (UNAUDITED)  
AS OF: SEPTEMBER 30TH, 2016

275-HOTEL/MOTEL TAX FUND  
ECONOMIC DEVELOPMENT  
MAIN ST ADVISORY BOARD  
EXPENDITURES

25.00% OF YEAR COMP.

	CURRENT BUDGET	CURRENT PERIOD	YEAR TO DATE ACTUAL	% OF BUDGET	BUDGET BALANCE
<b>PURCHASED/CONTRACTS</b>					
275.75501.52.1200 PROFESSIONAL SERVICES	1,000.00	0.00	0.00	0.00	1,000.00
275.75501.52.3300 ADVERTISING	4,000.00	0.00	35.00	0.88	3,965.00
275.75501.52.3500 TRAVEL	0.00	0.00	401.16	0.00 (	401.16)
275.75501.52.3600 DUES & FEES	0.00	0.00	0.00	0.00	0.00
275.75501.52.3700 EDUCATION & TRAINING	2,100.00	0.00	0.00	0.00	2,100.00
275.75501.52.3850 CONTRACT LABOR	0.00	0.00	0.00	0.00	0.00
TOTAL PURCHASED/CONTRACTS	7,100.00	0.00	436.16	6.14	6,663.84
<b>SUPPLIES</b>					
275.75501.53.1100 GEN OPERATING SUPPLIES	700.00	0.00	0.00	0.00	700.00
TOTAL SUPPLIES	700.00	0.00	0.00	0.00	700.00
<b>OTHER COSTS</b>					
275.75501.57.3001 FACADE' GRANT	10,000.00	0.00	0.00	0.00	10,000.00
275.75501.57.7000 APPROPRIATIONS	0.00	0.00	0.00	0.00	0.00
TOTAL OTHER COSTS	10,000.00	0.00	0.00	0.00	10,000.00
TOTAL MAIN ST ADVISORY BOARD	17,800.00	0.00	436.16	2.45	17,363.84

# Downtown



# Corridor



## Main Street Coordinator Monthly Report for September 2016

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

- Prepared agendas, reviewed minutes and attended DDA, Main Street and 4 Points committee 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
- Attended PDMA meeting and Business of the Month at Ace Hardware – 9/1
- Sent Robert Smith departmental spreadsheet report for August – 9/1
- Reviewed Main Street manager notebook information at request of DCA – 9/1
- Met Kristi Harrell at Salon 127, provided new business packet – 9/1
- Visited Kerri Moore Interiors at Macon Road location, provided advertising grant application packet – 9/1
- Tried to contact Mossy Creek Properties, 3G Management Services, mailed business packets to them – 9/1
- Hosted Perry Youth Leadership class for mock council meeting – 9/6
- Hosted Jessica Reynolds from DCA to tour community, hosted Main Street webinar – 9/7
- Attended 20 year ribbon cutting at Oil Lamp restaurant – 9/7
- Put citizen in touch with WROC for resources to help homeless family – 9/7
- Stopped by James Farmer’s office to check on plans for his proposed parking lot improvements – 9/7
- Met with Daniel Harvill and Scott Helms at Alfa Insurance on Ball Street, discussed media grant – 9/7
- Met with Jodi Daley r/e farmers’ market flyers, scheduling meeting for Small Business Saturday – 9/9
- Processed request from Ministerial Association for Promotion Committee assistance with event – 9/9
- Wrote memo for memorial bench plaque payment authorization – 9/12
- Worked on Small Business Saturday preparations – 9/12
- Attended Coldwell Banker ribbon cutting, discussed Sweets and Treats with CB staff – 9/13
- Updated building/business inventory – 9/13
- Attended Chamber Business Development Committee meeting – 9/13
- Completed online monthly report for DCA – 9/13
- Worked on draft Main Street logo designs – 9/14
- Proofed downtown article for *At Home* magazine – 9/15
- Attended ribbon cutting at Alfa Insurance – 9/15
- Wrote draft news release for Main Street, Lions and Scouts litter pickup day on Oct. 1 – 9/15
- Prepared slide show of historic locations and current photos – 9/16
- Looked at locations to move planters from Carroll Street and fall decorations with Terre Walker – 9/19
- Picked up scarecrows at stores, delivered to public works – 9/19
- Identified historic buildings in Perry with Terre Walker, took today photos at location – 9/19
- Updated then and now slide show with additional photos – 9/20
- Attended safety committee meeting and worked on Buzzard Drop 2016 logo – 9/20
- Attended Georgia Economic Developers Association Conference in Savannah – 9/21-9/23
- Met with Mitch Greer from Mauldin and Jenkins r/e DDA audit – 9/26
- Watched Places in Peril webinar and took photos at water treatment plants for slideshow – 9/27
- Forwarded information on available office space to business owner seeking small office space – 9/28
- Updated building/business inventory and prepared draft Small Business Saturday selfie contest rules – 9/28
- Attended animal shelter ground breaking, met with Harrold Riddle to discuss proposed banner designs – 9/29
- Attended Chamber Member Market – 9/29
- Wrote Christmas at the Square recommendation, Sweets and Treats prize money authorization memos – 9/30
- Delivered new business packet to JW Shuttlesworth on Ball Street, changed DDA logo color to teal – 9/30

<u>Openings in or near downtown</u>	<u>address</u>	<u>type</u>	<u>license date</u>	<u>jobs</u>	<u>location</u>
Lifelink Solutions LLC	322 B Perry Parkway	educational training	9/26/16	6	city

  

<u>Closures/Relocations</u>	<u>address</u>	<u>type</u>	<u>closure date</u>	<u>jobs</u>	<u>location</u>
Unique Elegance	1023 Ball Street	retail	9/26/16	1	DDA
Woodmen of the World	1201 B Ball Street	insurance	9/27/16	7	DDA

**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
#16-11	1109 Washington St (rear door and awning) O'Neal Insurance	04.6.16	\$700.00
#16-12	813 Carroll Street (painting, windows, roof) Antiques on Carroll	04.13.16	\$4800.00
#16-13	807 Carroll Street (new metal roof) (Rusty's)	04.20.16	\$25,000
#16-14	604 Gen. Courtney Hodges Blvd. (signs) (Dollar General)	04.20.16	\$15,000
#16-15	904 Carroll Street (signs – using existing) (Eyewear Boutique)	05.02.16	\$0.00
#16-16	910 Carroll Street (signs) (Jones & Company)	05.04.16	\$475.00
#16-17	909 Main Street (sign) (Perry Players)	06.13.16	\$500.00
#16-18	1019 Ball Street (sign) (Two of a Kind)	06.24.16	\$200.00

#16-19	1005 Northside Drive (exterior and complete Building renovation) SunMark	07.01.16	\$744,962
#16-20	1028 Macon Road (exterior renovation) Moore Interiors	07.11.16	\$35,000
#16-21	1021 Ball Street (exterior painting)	07.13.16	
#16-22	900 Commerce Street (sign) Salon 127	07.19.16	\$300.00
#16-23	1209B Sunset Ave (sign) Farmers Insurance	07.20.16	
#16-24	1110 Washington St (exterior renovations) (Walker Insurance Agency)	07.28.16	\$58,000
#16-25	1026 Ball Street (exterior painting) (Mossy Oak Properties)	08.10.16	\$1000.00
#16-26	915D Main Street (ComSouth utility bldg)	08.24.16	
#16-27	1025 Ball Street (vacant) (wall sign)	09.30.16	\$100.00
#16-28	1307-7 Ball Street (sign) (The Pet Store)	10.26.16	\$365.00