

Main Street Advisory Board  
Minutes – November 3, 2016

1. Call to order – Chairman Bill O’Neal called the meeting to order at 5:00 p.m.

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

Absent: Directors Joe Brownlee and Kelly Hillis

Staff: Robert Smith, Economic Development director, and Trisha McMillan, recording clerk

2. Guests/Speakers – none

3. Review meeting October 13, 2016, minutes

Director Bill Loudermilk made a motion to approve the October 13, 2016, minutes as presented, and Director Cossart seconded the motion. The minutes were unanimously approved.

4. Review September 2016 financial reports

Director Presswood made a motion to approve the October 2016 financial reports, and Director Loudermilk seconded the motion. The financials were unanimously approved.

5. Old Business

- a. Promotion Committee response to matching media grant eligibility question  
Per Chairman Bill O’Neal, everything will stay the same at this time.

- b. Recommendations from committees for pole banner designs

Director Loudermilk made a motion to adopt pole banner design #3 for the downtown area, and Director Presswood seconded the motion. The motion was unanimously approved.

Director Loudermilk made a motion to adopt pole banner design #1 for corridors. The motion was seconded by Director Cossart and unanimously approved. Director Walker abstained from voting.

- c. Update on Small Business Saturday – selfie contest and passport promotion

According to Director Cossart, the posters and cards are almost done for Small Business Saturday, and, between the two activities, 12 businesses are participating.

6. Discuss work plan and accreditation status

- a. Update on accreditation progress – Mr. Smith reported that Main Street is on track to score higher on 2016 accreditation activities than last year’s and that DCA will allow Main Street to count the points for directors’ insurance as the board is covered under the city’s policy.

7. Chairman items – none

8. Main Street Coordinator's Report – Chairman Bill O'Neal reviewed with members.
9. Committee reports
  - a. Design Committee report – Committee Chairman Terre Walker gave a brief report.
  - b. Approve façade grants by Design Committee – none
  - c. Promotion Committee report - Committee Chairman Bill O'Neal said the Promotion Committee is planning a movie night along with Leisure Services on Feb. 10 on the grounds of the former courthouse. Director Cossart reported that the merchants association would like to partner for this event and for stores to stay open to 7 p.m. Chairman O'Neal agreed.
    - i. Authorize \$300 matching media grant for Buzzard Drop  
Director Loudermilk made a motion to authorize a \$300 matching media grant for the Perry Buzzard Drop, and Director Cossart seconded the motion. It was unanimously approved.
  - d. Approve media grants by Promotion Committee – none
10. Update on Downtown Development Authority  
Mr. Smith reported that the alley project has been surveyed, and the board has been talking with the individual property owners about the proposed alley project.
11. Certificates of Appropriateness issued – Chairman O'Neal reviewed with members.
12. Other  
Director Loudermilk reported that the Artisan Center has received a \$5,000 grant from Georgia Humanities Council. On December 3, in connection with Christmas at the Crossroads, an artisan festival will be held downtown, which will include a silent auction and music. The grant will help with the costs of the event.  
  
Director Presswood shared his concerns about dogs being present at Sweets and Treats. He does not think they should be allowed because of the risk of a dog biting someone. Director Cossart reported that last year dogs were encouraged to attend because FOPAS had a booth. Chairman O'Neal suggested that city council take a look at the problem and make the decision.
13. Adjourn – With no further business the Main Street Advisory Board adjourned at 5:30 p.m.