

Main Street Advisory Board
Minutes - February 3, 2022

1. Call to Order: Chairman Cossart called the meeting to order at 5:00pm

Roll: Chairman Cossart; Directors DeShazier; Lay, Loudermilk, Moore and Presswood were present. Director Gordon was absent.

Staff: Jazmin Thomas – Downtown Manager, Tabitha Clark – Communications Manager and Christine Sewell – Recording Clerk

Guest: Allison Hamsley, CVB and Corey Jones – Promotion Committee

2. Invocation: was given by Director Loudermilk

3. Guests/Speakers

- a. Allison Hamsley, CVB President & CEO – Ms. Thomas advised downtown self-guided tour is be revamped and the DDA would like to assist with the project.

Ms. Hamsley advised the CVB has been working with a consultant on the project. The CVB had asked the City to remove the current signs, but that has not been done. The current tour has 57 stops the new will consist of 89. A presentation was provided to show the various stops which include a brief history. The tour will be broken down to homes, churches, and downtown; with an option to tour one or all. Ms. Hamsley noted the current signs are numbered and will be replaced with some type of identifying marker. The consultant had recommended a kiosk sign. Chairman Cossart advised the presentation was for the board's informational knowledge and additional input may be sought at a later date.

Tabitha Clark – Communications Director – relayed information on the City's new texting service Perry Points that allows citizens to find information, report issues, receive text alerts, etc.

4. Old Business

- a. Alleyway project

Ms. Thomas advised she has met with the City Attorney and there is only one property owner remaining for sign off, but they wanted to wait until their construction was complete. Ms. Thomas advised this would not affect the area to be done and the project can move forward. She has reached out to JW Warren to examine the area again as the paving would end at Orleans on Carroll and assurance is needed the paving will not create a runoff problem for that end. Chairman Cossart advised she had spoken with Chad Bryant on the area near Bodega Brew and she has encouraged Jodi Daly to apply for a façade grant for her area. Director Loudermilk suggested prep work may need to be done on some of the rear facades before painting; he and Director Lay will look at and report back.

- b. BOOST Grant

Chairman Cossart advised four grants were funded and disbursed and they were for Ashley Marie's, Schultze's, Hazard's on the Green, and Mossy Creek.

5. New Business

a. Election of 2022 Officers – Chairman and Vice Chairman

Director Loudermilk motioned the current officers remain; Director Presswood seconded; all in favor and was unanimously approved. Trish Cossart will remain as Chairman and Bill Loudermilk as Vice Chairman.

b. Approve December 2, 2021, minutes

Director DeShazier motioned to approve as submitted; Director Lay seconded; all in favor and was unanimously approved.

c. Approve November and December 2021 and January 2022 Financial Statements

Director Lay motioned to approve as submitted; Director Loudermilk seconded all in favor and was unanimously approved.

d. Façade grant reimbursement – Muse Theatre – 806 Commerce Street

Director Loudermilk motioned to authorize payment in the amount of \$3500; Director Lay seconded all-in favor and was unanimously approved.

e. Schedule work session

Work session was scheduled for February 15th from 5pm to 7pm at Community Development offices.

Director Loudermilk left the meeting at 5:45pm.

f. Advertising for food and beverage businesses

Chairman Cossart advised the downtown food and beverage businesses are looking for assistance in purchasing a banner for the upcoming April rodeo at the fairgrounds and she has spoken with the CVB, and they will fund as much as possible to keep the individual merchants cost down but would like to provide \$500 from the board. Director Lay motioned to authorize the downtown manager to allocate \$500 for food and beverage advertising at the rodeo; Director DeShazier seconded; all in favor and was unanimously approved.

g. Discussion of Dogwood Festival and Farmers Market

Chairman Cossart advised a meeting still needs to be scheduled with the Chamber, but there will be a conflict with the Dogwood Festival and farmers market and a compromise is being worked on and any input the board may have would be appreciated. Ms. Thomas advised there is a transitional team in place, and she is working and learning the process. Chairman Cossart asked Mr. Corey Jones to present the revised logo. Mr. Jones advised it is keeping on brand with design and colors; board consensus was approval of logo as presented.

h. FY2023 budget discussion

Chairman Cossart solicited input on requests and Ms. Thomas advised it should include what the board is focused on. Ms. Thomas felt the yearly rental of port-a-potties should be requested for the farmers market; Chairman Cossart suggested façade grant funding and advertising. On conclusion it was recommended to request \$10,000 for façade grants, \$1000 for advertising, and \$3500 for farmer's market port-a-potties.

6. Chairman Items- None

7. Downtown Manager's Report

- a. Downtown Projects update – Ms. Thomas provided an update on current projects.

Ms. Thomas advised she has been working on the webpage, building a page for the farmers market, and updating the Yiftee downtown dollars program.

- b. 2022 Workplan – will be discussed at upcoming work session.

8. Promotion Committee Report – Mr. Corey Jones - advised the 2022 event schedule has been released; will be expanding on events that have traditionally done well. Food and wine festival will be a signature event and a work session is planned for later this month, Harvest dinner will be returning, and the committee will continue on the promotion of downtown.

9. Update on Downtown Development Authority

- a. Discussion of golf cart parking spaces in downtown – Chairman Cossart advised there has been discussion on placing markers for two spots in the downtown and if anyone has any feedback/input to please provide so it can be relayed back to the DDA.

10. Other- None

11. Adjourn: there being no further business to come before the board the meeting was adjourned at 6:32pm.

Approved 03.03.22