

Main Street Advisory Board
Minutes –June 16, 2022

1. Call to Order: Chairman Cossart called the meeting to order at 5:09pm.

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

Staff: Alicia Hartley – Downtown Manager, Bryan Wood – Community Development Director and Christine Sewell – Recording Clerk.

2. Guests/Speakers: Chad and Courtney Bryant and V. Patel

3. Citizens with Input – None

4. Old Business – None

5. New Business

- a. Approve May 5, 2022, minutes

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

- b. Approve May 2022 Financial Statements

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

- c. Review of Certificate of Appropriateness - Commerce Street parcel

Mr. Wood advised the applicant proposes to construct a new office building and associated parking on a vacant parcel on Commerce Street located between the railroad tracks to the west and InStyle Cuts to the east. The parcel is about 1.2 acres with approximately 110 feet of frontage on Commerce Street. Most of the property is within a floodplain. The building and parking appear to be outside the floodplain and cover most of the property frontage and the building will be located at the front property line. Because the right-of-way for Commerce Street at this location is exceptionally wide, the front of the building will have a similar setback as its neighbors and will have the appearance of a front yard. Eleven parking spaces are proposed to the side of the building. The 1½-story building with partial basement is designed in the style of an Arts and Crafts lodge. Building materials are not provided, but the rendering appears as a stone base with wood siding. Roof materials appear to be shingles and metal standing seam. Window openings are appropriate for the architectural style and use of the building. Existing buildings in the immediate vicinity are one-story constructed in the 1960's and 1970's. Most are metal or concrete block buildings with brick front facades. Buildings are generally separated from one another by surface parking or open land. The character of the surrounding area is more suburban than urban with buildings being set behind parking adjacent to the street.

Mr. Chad Bryant, the applicant reiterated the request and advised the building will be used for his company's new office. He further added, although the lot is challenging with being in the floodplain, there is potential. It is his intention to keep as many of the

mature trees as possible. The building has a lodge feel but has tried to incorporate historic aspects. The materials will be stacked stone and wood accents.

Director Lay motioned to approve of the application as presented; Commissioner Presswood seconded; all in favor and was unanimously approved.

Mr. Wood reminded the board the COA issued for the blocked parking lot access on the corner of Ball and Commerce was set to expire June 30th; the property owner has been notified and it may be brought forth to the board in July for review.

d. AgGeorgia Farmers Market Grant

Ms. Hartley advised a \$2500 grant was received from AgGeorgia for promotion of the farmers market and was soliciting input on marketing materials. Ms. Hartley presented rack cards and another A-frame sign. Director Gordon suggested a QR code be added to the materials; the board concurred. Director Presswood motioned to approve of the expenditure as submitted with the noted change; Director Lay seconded; all in favor and was unanimously approved.

e. Downtown Kiosk Map Discussion

Ms. Hartley advised she was soliciting direction on how to proceed with updating the current map. She noted many things have changed, an example would be the name change on the events center and the purchase of the new city hall and changes for future development, as well the orientation is incorrect for Ball Street. Director Moore inquired on a cost to update the map with some of the known changes, as she felt it should not be put off for an extended period of time. Director Gordon suggested a QR code be added. Ms. Hartley will bring back a cost to update as presented and with suggestions.

f. Restaurant District Boundaries

Ms. Hartley advised she is proposing to expand the boundaries based on the recent infill development and that upcoming. The expansion would be down to Washington Street to 1214 Washington, Roughton St. to Jernigan St., Macon Rd to First St.

Director Lay motioned to recommend approval of the boundary expansion as presented; Director Gordon seconded; all in favor and was unanimously approved.

6. Chairman Items – None

7. Downtown Manager's Report

- a. Downtown Projects update – Ms. Hartley advised the city has recently submitted a grant for the area at Legacy Park and downtown improvements. Northside Drive is in review for a special exception for multi-family and retail. The GA Downtown Conference will be in August in Macon. The Museum of Aviation is having their annual silent auction fundraiser and Mayor Hartley issued a challenge to all cities for a give away basket. The board agreed to donate a \$150 downtown Yiftee gift card.

Ms. Hartley advised she has researched and solicited a quote for the installation of speakers on downtown lampposts. This would allow for ambient music to be

played during events, or every day, allow for us during events, and performers on. The company she had reached out to has done work for many Georgia main streets and the cost would be \$25,000.00. Director Lay inquired if there is a warranty, a layout of installation, service after the sale. Director Gordon asked if any recommendations had been received from other cities; Ms. Hartley advised she is visiting Bainbridge soon and they have and will inquire. Discussion of including partners such as the DDA, Chamber and City was suggested.

Ms. Hartley presented the proposed design for the downtown historic tour markers provided by Administration. It was recommended to solicit input from the Promotions Committee to incorporate downtown branding and that of the branding for the newly updated tour with the CVB.

- b. Strategic Plan Update – Ms. Hartley advised the board will begin to review at each meeting and she has met with Robert Smith on the project statuses, as well the review will allow for focus on projects for the board to work on. Ms. Hartley is working on scheduling a joint work session with the board and DDA for a detailed review and discussion.
- 8. Promotion Committee Report – Ms. Hartley advised the committee is working on fall events. It was also asked if the board would like to pursue the re-wrap of the trees; some are in need of replacing. It was suggested to look at additional areas, such as the tree by Main Street board; staff will provide an updated proposal at the July meeting. The committee is also requesting \$200 in funding for purchase of signage inserts for the 2022 Wine & Food Festival. Director Lay motioned to authorize \$200 for signage expenditure; Director Presswood seconded; all in favor and was unanimously approved.
- 9. Update on Downtown Development Authority – Director Gordon advised Orleans on Carroll has power with the recent completion of the new power pole. The board will review RFPs for the Ball/Main street lot at their next meeting.
- 10. Other – Director Moore asked staff to reach out to the police department regarding golf carts on public streets.
- 11. Adjourn: there being no further business to come before the board the meeting was adjourned at 6:30pm.

Approved 07.21.22