

Main Street Advisory Board
Minutes – November 3, 2022

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

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

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

2. Guests/Speakers – Thomas Thicke

3. Citizens with Input – None

4. Old Business

- a. Design Standards – Chairman Cossart advised she is pleased with the revisions presented at the last meeting; they are simple to follow, and the graphics provide additional guidance. Mr. Wood advised the Land Management Ordinance has to be modified for the board to enforce and an amendment has been filed and includes updates to standards for the district, which were reviewed. The revisions provide clear parameters. Director Gordon inquired if painting of brick was included, Mr. Wood advised yes for new but not for existing older bricks. Director Gordon wanted to ensure the area on Jernigan Street could develop with more leeway and flexibility; Mr. Wood advised it should be able to and reminded the board the guidelines are not requirements, and they do provide for flexibility.
- b. Alleyway Ribbon Cutting Update – Chairman Cossart advised she had spoken with Tommy Long and he will paint the rear of his buildings and the shelter cover and has provided him guidance on the color; and is requesting payment for materials and labor. Director Loudermilk motioned to authorize payment in the amount of \$500; Director Moore seconded; all in favor and was unanimously approved. Chairman Cossart advised the ribbon cutting will be November 18th @ 11am; Ms. Hartley will be sending out invites on Monday. The board asked her to seek quotes for lighting as the next project phase.

5. New Business

- a. Approve October 13, 2022, minutes

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

- b. Approve October 2022 Financial Statements – tabled to next regularly scheduled meeting

- c. Review of Certificate of Appropriateness – 1201 Main Street

Mr. Wood advised Neighbor's Grocery is being rebranded to "Marathon". As such the existing freestanding sign, fuel pumps, and canopy over the fuel pumps will receive new sign faces. No structural or size changes are proposed for the freestanding sign and canopy. The canopy and fuel pumps were recently painted a light tan color to remove the prior "Gulf" branding. Signs on the canopy and the sign face in the freestanding sign were removed. A temporary banner was installed on the freestanding sign. The parapet wall of the building was painted the same light tan color with the exception of a

rectangular shape around the wall sign. No changes are proposed to the building. The canopy is proposed to be clad in red, white, and blue with “Marathon” signs on three sides. The underside of the canopy and the columns will be painted white. The fuel pumps will be updated to reflect the Marathon brand. New sign faces will be installed in the existing freestanding sign; a rendering of proposed changes was provided. Mr. Wood further advised all the signage complies with the ordinance. Chairman Cossart inquired if the canopy could be painted in one of the brand colors provided; Mr. Thicke advised the design provided is what is to be placed on the property as it is Marathon’s new brand design. Director Lay motioned to approve as submitted; Director Loudermilk seconded; all in favor and was unanimously approved.

d. Downtown Kiosk Map Draft Review

Ms. Hartley provided the draft orientation change without the graphics if the board agrees she will release for production; the board concurred with design presented.

6. Chairman Items- None

7. Downtown Manager’s Report

- a. Downtown Projects update - Ms. Hartley advised Orleans on Carroll has opened; Thornton’s Closet on Macon Road has been purchased, renovations have commenced at 1214 Washington Street, the RFQ for the Administration Building will be released Monday; November 15th Small Business proclamation. Parking study will begin for three weeks after Thanksgiving and four weeks into the new year. The board suggested doing in March/April as January is typically a slower month. Walkability Campaign for 2023. Working on the annual assessment scheduled for January 25th; the board will hold a work session to assist and review staff’s presentation.
- b. Strategic Plan Update – Ms. Hartley provided an update.

8. Promotion Committee Report – Mr. Cory Jones reviewed the upcoming event schedule for November and December. The proposed 2023 event calendar was presented and will be taken to Council for approval along with the City’s calendar. Director Loudermilk motioned to approve the 2023 event calendar as presented; Director Gordon seconded; all in favor and was unanimously approved.

9. Update on Downtown Development Authority - None

10. Other- None

11. Adjourn: there being no further business to come before the board the meeting was adjourned at 6:30pm.

Approved 12.01.22