

Main Street Advisory Board
Minutes – January 5, 2023

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

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

Staff: Alicia Hartley – Downtown Manager, Holly Wharton - Economic Development Director, Bryan Wood – Community Development Director, and Christine Sewell

2. Guests/Speakers – Cory Jones

3. Citizens with Input – None

4. Old Business – None

5. New Business

- a. Approve December 1, 2022, minutes

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

- b. Approve December 2022 Financial Statements - tabled

- c. Selection of 2023 Officers

Director DeShazier motioned to nominate Trish Cossart for Chairman; Director Lay seconded; all in favor and was unanimously approved. Director DeShazier motioned to nominate Bill Loudermilk as Vice Chair; Director Presswood seconded; all in favor and was unanimously approved. Chairman Cossart motioned to nominate Alicia Hartley as Secretary/Treasurer; Director Lay seconded; all in favor and was unanimously approved.

- d. Review Mission & Vision Statements

Ms. Hartley advised the last revision was in 2015 and reviewed in 2018 and was soliciting input for any changes or to remain. The board reviewed and concurred with keeping both statements as written.

- e. Adoption of Downtown Design Guidelines

Ms. Hartley advised Council has approved the guidelines as previously discussed and the board will need to adopt. Director Loudermilk motioned to adopt the downtown design guidelines as presented; Director Moore seconded; all in favor and was unanimously approved.

Mr. Wood advised with the recently established Historic Preservation Commission (HPC) they will meet the second Tuesday of the month, and this will allow for items to be brought forth to the Main Street Advisory Board if necessary. The HPC will create a work plan, which the state will review to ensure that their criteria are being met. One of their first tasks will be to establish districts. Mr. Wood advised he will be requesting in a future budget cycle funding to develop specific design guidelines for the city.

6. Chairman Items- None

7. Downtown Manager's Report

- a. Downtown Projects update – Ms. Hartley provided an update on downtown which included the new Ballers at 1115 Ball Street; this is Bryan Fountain's property, and he will be back before the board soliciting input on the parking as the towing signs are not working. Mr. Wood advised Mr. Fountain has not been consistent with the towing and he is doing so because of concerns with liability due to the surface conditions. Mr. Wood advised Community Development has spoken with him and provided numerous options on what can be done without triggering stormwater updates.

Ms. Hartley advised the PURE Station – new engineer visited Community Development, but no solid progress. Parking Study on going; have seen MGRC out surveying. Walkability Campaign February 2023. Yiftee Report. New City Hall coming along; current estimated completion date is late July/August. Working on a small "Love Your Downtown" social media campaign for late January/early February. New Map Kiosk Draft expected mid-January. Alleyway Maintenance

Ms. Hartley reviewed and solicited input for the 2022 Annual Assessment set for January 25, 2023. Reviewed the Annual Report Needs Strengths & Weaknesses of the board Programs Greatest Accomplishments in 2022 Goal and Focus (In 1 year, in 3 years). The board provided input and Ms. Hartley will edit and forward to the board for final review.

- b. Strategic Plan Update – Ms. Hartley advised Council had approved the ordinance for golf carts and is working on the speed limit changes required.

8. Promotion Committee Report – Mr. Cory Jones advised the 2023 calendar was approved and the committee will soon start with planning of the April wine event. The committee will disassociate from the annual tree lighting and recommends the ministerial society host their own event; Ms. Hartley advised she will provide and work with them on submitting an event application. The committee will host more passive events in December and kick off the season on Small Business Saturday. Mr. Jones is requesting a consensus to proceed with estimates for a large snow globe and stilt walkers with snowflakes; the board concurred with allowing the promotion committee to proceed.

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 6:20pm.

Approved 02.02.23