

Main Street Advisory Board  
Minutes – July 6, 2023

1. Call to Order: Chairman Cossart called the meeting to order at 5:01pm.

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

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

2. Guests/Speakers: Rob Tavalaro, Lindsay Young, Vasav Patel
3. Citizens with Input – None
4. Old Business – None
5. New Business

- a. Certificate of Appropriateness Review – 912 Carroll Street

Ms. Hartley advised the request was to change the front door color; Mr. Wood advised staff recommended approval; and noted there are no guidelines for color.

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

- b. Certificate of Appropriateness Review – 1001 & 1005 Carroll Street

Ms. Hartley advised the request to paint the trim and shutters to match the other buildings on the church campus. Mr. Wood advised staff recommended approval as it is consistent with the other buildings; and noted there are no guidelines for color.

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

- c. Certificate of Appropriateness Review – 810 Commerce Street

Mr. Wood advised the applicant was adding onto the Muse Theater building located at 806 Commerce Street. The addition is on the adjacent parcel at 810 Commerce Street. The addition will be located at the rear of the east side of the building. It will be clad in brick which, along with the details, will match the addition on the west side of the building and appears to comply with the design guidelines for additions.

Ms. Young on behalf of the applicant advised the addition will mirror the addition on the other side of the property. Director Lay inquired on the distance between Bodgea Brew and the back side; Ms. Young noted there would be a separation.

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

- d. Preliminary Muse Theater Expansion Review – 810 Commerce Street

Ms. Hartley advised Chad Bryant is bringing forth for input and suggestions the development of the corner lot next to the Muse on Ball and Commerce Street. A full-service restaurant and kitchens for four walk-up restaurants are being proposed. Ms. Young advised this would be an expansion of the Muse, along with the restaurants, would include two entertainment spaces, one on the lower level and a second on the roof top deck and noted the driveway would be accessible for two full sized delivery trucks. Mr. Wood advised he had spoken with Mr. Bryant and the concept is well done and addresses the corner for development. Mr. Wood provided some suggestions for design which included the railing on the street side be horizontal or perhaps a parapet wall, the design guidelines call for windows on the front for the four restaurants, however, Mr. Wood provided various design examples for aesthetics and suggested a window at the top. Ms. Young stated there were no windows as all the passing public would see are kitchens, which are estimated to be 35 x 20. Director Loudermilk inquired about the lost parking spaces; Ms. Young advised there would be a loss of 16, however, the recent downtown parking study showed there was ample parking available in the area. Ms. Young further advised marketing of the property would be as a shell building to allow tenants to build out the spaces to their specifications. Ms. Young noted they will again work with DCA on funding. Ms. Hartley advised a formal COA would be brought back in August.

e. Façade Grant Application – 912 Carroll Street

Ms. Hartley advised an estimate had not been received, but the guidelines allow for 50%. Director Jones motioned to approve the façade grant in the amount of 50% of the provided estimate; Director Moore seconded; all in favor and was unanimously approved.

f. Façade Grant Application – 1001 & 1005 Carroll Street

Ms. Hartley advised \$2500 was allowed for major improvements and \$1000 for paint. Director Loudermilk motioned to approve the façade grant in the amount of \$3500; Director Jones seconded; all in favor was unanimously approved.

g. Façade Grant Reimbursement – 805 Commerce Street

Ms. Hartley advised the work has been completed and payment of \$2500 is being requested. Director Presswood motioned to approve reimbursement in the amount of \$2500; Director Jones seconded; all in favor and was unanimously approved.

h. Approve May 4, 2023, Minutes

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

i. Approve May and June 2023 financials

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

j. Holiday Event Budgets

Ms. Hartley advised planning has commenced for the holiday events and the focus this year will be a kickoff on Small Business Saturday, the day after Thanksgiving and more passive events during the month of December. The Promotion Committee has estimated \$3100, which does not include entertainment; Director Jones chair of the Promotion Committee realistically would like to request \$5000.

k. Project Brainstorm/Selection

Ms. Hartley would like input for the board's next project, and she is asking for consideration on the sound speakers for downtown that was brought to the board earlier this year. The revised proposal would have them run along Carroll Street from Jernigan Street to Washington Street. Cost is \$17340 which includes seven speakers, transmitter and shipping. The new city hall will be the hub for the equipment. With this system music will be live streamed and can cut down costs for passive events. Ms. Hartley advised it can be used for bands that will be on the city hall lawn, internal announcements. Ms. Hartley advised an electrician would be required to install and that would be an additional cost. Chairman Cossart asked if the DDA would be willing to partner on the expense, Ms. Hartley felt it was unlikely, but would reach out to special events. The board in discussion had some additional information they would like for Ms. Hartley to obtain which included, warranty and services, electrician cost, and a policy for use, particularly as it deals with outside organizations.

Ms. Hartley asked at this time until further information is gathered on the speakers, is requesting approval to book the horse and carriage in the amount of \$1100 for the holiday event. Director Moore motioned to approve \$1100 to the Promotion Committee for the booking of the horse and carriage for the holiday event; Director Lay seconded; all in favor and was unanimously approved.

6. Chairman Items- None

7. Downtown Manager's Report

a. Downtown Projects update - Ms. Hartley provided the following updates:

Business Updates: Kollier & Co closed. Caty's on Carroll opened mid- June. Weatherly Grey closed. MadiGrace Boutique open. Grand opening July 15. Sweet Evelyn's opened June 24. Durden's Prime Meats opened today. Talton & Co last day on June 29. New boutique going in July 21. Pizza restaurant at 725 Commerce Street coming soon.

Drink & Dine Promotion – 50 gift cards issued; Continue promotion through the end of August; \$1,652.50 remaining. Five additional parking signs to be installed downtown. Restriping of main public parking lots done June 26. Jernigan and Main Street sidewalk projects underway. Presented draft of downtown kiosk map. Presented Main Street Messenger newsletter that will be produced every two months. GDA Conference is next month in Canton and will be attending.

i. Switch to 6 Standards: Standards 1-3

Ms. Hartley advised she completed training in Macon last month and the standards originally ten, have now been reduced to six and will review them this meeting and next.

Ms. Hartley reviewed the first three standards as follows:

Standard 1: Broad-based Community Commitment to Revitalization

- Key Focus Areas: partnership and collaborations; district and community outreach; Communications and Public Relations

Standard 2: Inclusive Leadership and Organizational Capacity

- Key focus areas: inclusive organizational culture and diverse volunteer engagement; active board leadership and supporting volunteer base; professional staff management; effective operational structure
- Active Board Leadership Must Haves: Attend board meetings 75% of the time over the year
- Main Street 101 Completion
- 2 hours of continuing education credit
- Play an active role on the board by contributing to a committee, a task force, and key initiative
- Advocate for the program and the district within the community, in coordination with Main Street staff and the rest of the board

Standard 3: Diversified Funding and Sustainable Program Operations

- Key Focus Areas: Balanced Funding Structure; Strategic Revenue Development and Fundraising; Budget and Work Plan Alignment Financial Management and Best Practices

b. Strategic Plan Update – efforts are continuing

8. Promotion Committee Report – Director Jones advised the October 20<sup>th</sup> wine tasting will be themed to Halloween.
9. Update on Downtown Development Authority- Draft housing study presented.
10. Other- Director Jones asked for maintenance on the downtown tree lights
11. Adjourn: there being no further business to come before the board the meeting was adjourned at 6:45pm.

*Approved 08.03.23*