



Main Street Advisory Board  
Agenda – November 2, 2023, 5:00 p.m.

Meeting to be held at Perry City Hall – 808 Carroll Street, Economic Development  
Conference Room

1. Call to Order
2. Guests/Speakers
3. Citizens with Input
4. Old Business
5. New Business
  - a. Approve October 5, 2023 minutes
  - b. Approve September and October 2023 financials
6. Chairman Items
7. Downtown Manager's Report
  - a. Downtown Projects update
  - b. Strategic Plan Update
8. Promotion Committee Report
9. Update on Downtown Development Authority
10. Other
11. Adjourn

**All meetings are open to the public unless otherwise posted**

Main Street Advisory Board  
Minutes – October 5, 2023

1. Call to Order: Chairman Cossart called the meeting to order at 5:02pm.

Roll: Chairman Cossart, Directors Lay, Gordon, Moore, Jones and Presswood were present.

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

Guests: Madison Holland -904 Jernigan Street

2. Guests/Speakers. None
3. Citizens with Input - None
4. Old Business – None
5. New Business
  - a. Certificate of Appropriateness Review – 1115 Ball Street – Mr. Wood advised applicant withdrew request.
  - b. Certificate of Appropriateness Review – 904 Jernigan Street

Mr. Wood advised the applicant proposes to heighten the parapet wall over the main entrance, paint the exterior, replace existing awnings, and add a new lantern. The added parapet wall will be clad in stucco to match the existing building finish. The building will be painted tricorn black and is in the approved color palette. The existing two fabric awnings will be replaced with three metal awnings. Two of the awnings will be black and the center one will be copper. A large brass lantern will be added in the center of the raised parapet. Staff recommended approval.

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

- c. Review of Façade Grant Application – 904 Jernigan Street

Ms. Hartley reviewed the application, which was for exterior paint and awnings to award up to \$3000.00. Director Moore motioned to award \$2500 for paint and \$500 for awnings; Director Jones seconded; all in favor and was unanimously approved.

- d. Certificate of Appropriateness – 1141 Macon Road

Mr. Wood advised the applicant proposes to modify an existing parking lot and to construct a new 41-space parking lot to be located behind the existing building at 1139 Macon Road and extending onto the vacant parcel at 1141 Macon Road. The layout maintains space for a future building at the front of the vacant parcel. Staff recommendation is for approval as submitted with the site complying with the current parking lot standards. Staff will confirm compliance during the review of the site construction plans.

Director Lay motioned to recommend approval as outlined per the staff report; Director Moore seconded; all in favor and was unanimously approved.

- e. Approve September 7, 2023 minutes

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

- f. Approve August and September 2023 financials

Ms. Hartley advised the board only August financials are available for review. Director Jones motioned to approve as submitted; Director Presswood seconded; all in favor and was unanimously approved.

- 6. Chairman Items- Chairman Cossart stated she was sad to hear of the passing of Director Bill Loudermilk and stated that anyone interested in serving should fill out the Statement of Interest on the Main Street website.

Chairman Cossart asked about the Fall Wine Tasting Event; Ms. Hartley stated that as of today, 259 tickets have been sold for the event, tickets can be purchased online, or on the day of the event.

- 7. Downtown Manager's Report

- a) Downtown Projects update

Ms. Hartley advised the parking lot will be recoated on Monday, October 9<sup>th</sup> due to it being a holiday. Oliver Perry's will be open for lunch on Fridays and Saturdays. Plans have been submitted for the Commerce Street pizza restaurant. Ghost Runner Pizza plans are in review. Regional meeting tomorrow with lunch provided.

Perry Chamber Magazine – after discussion, Director Moore motioned to approve moving forward with a half page story; Director Lay seconded the motion and it carried unanimously.

Ms. Hartley stated the speaker project is being reviewed by the City Attorney. The Perry Start Up Week begins February 26<sup>th</sup> – March 1<sup>st</sup>.

Ms. Harley stated First Friday begins tomorrow, and will be asking the Downtown Development Authority to match or add additional funding for the Shop Til You Drop promotion. Director Lay motioned to approve the \$1,500 Shop Til You Drop promotion and request DDA to match or add funding for the program. Director Presswood seconded the motion, and it carried unanimously.

- b) Strategic Plan Update.

Ms. Hartley stated there are 29 scarecrows downtown and people can vote for "People's Choice" on Facebook.

Sweets and Treats is in two weeks and 42 businesses have registered for the event.

The Fall Wine Tasting event has sold 259 tickets.

Ms. Hartley asked for volunteers for the Fall Wine Tasting event on October 20<sup>th</sup>.

8. Promotion Committee Report –None

9. Update on Downtown Development Authority – Chairman Cossart advised the mixed-use development project is still possible but may be a joint project with the DDA and city; Ms. Cossart asked about the projector in the old Convention and Visitors building and could it be reused for their meetings.

10. Other

Director Presswood stated food trucks at the events downtown are leaving grease spots on the streets.

Ms. Holly Wharton advised the old City Hall on Jernigan Street will be torn down.

11. Adjourn: there being no further business to come before the board the meeting was adjourned at 5:56pm.

DRAFT

*J. Holland*  
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**Main Street Advisory Board Restricted Fund**  
**GL Account 100.00000.13.4208**

**July 1, 2023 Beginning Balance**

**38,706.12**

<b>Deposits:</b>	<b>100.37.1024</b>	<b>Current</b>	<b>YTD</b>	<b>Cumulative</b>
	July		0.00	
	August		0.00	
	September		6,870.00	
	October			
	November			
	December			
	January			
	February			
	March			
	April			
	May			
	June			
	<b>Total Deposits:</b>	<b>0.00</b>	<b>6,870.00</b>	<b>45,576.12</b>

**Expenditures:** 100.75510

July	(3,625.00)	
August	(2,749.25)	
September	(674.25)	
October		
November		
December		
January		
February		
March		
April		
May		
June		
<b>Total Expenditures:</b>	<b>0.00</b>	<b>(7,048.50)</b>

**38,527.62**

**Reserve Balance at 9/30/2023**

**38,527.62**

Current Reserve:	38,527.62
Less Prior Month Reserve	32,331.87
Current Month Reserve Adjustment	<u>6,195.75</u>



## Budget Report

For Fiscal: 2023-2024 Period Ending: 09/30/2023

		Original Total Budget	Current Total Budget	Period Activity	Fiscal Activity	Variance Favorable (Unfavorable)	Percent Remaining
<u>100-00000.349300</u>	RETURNED CHECK FEE	2,400.00	2,400.00	315.00	775.00	-1,625.00	67.71 %
<u>100-00000.349903</u>	MISC SERVICES & CHARGES	1,700.00	1,700.00	0.00	0.00	-1,700.00	100.00 %
<u>100-00000.349904</u>	CRIMINAL HISTORY CHECKS	23,600.00	23,600.00	8,220.00	11,105.00	-12,495.00	52.94 %
CostCenter: 00000 - NON-DEPARTMENTAL Total:		5,708,900.00	5,708,900.00	463,654.45	1,458,771.20	-4,250,128.80	74.45 %
RevCategory: 34 - Charges for Services Total:		5,708,900.00	5,708,900.00	463,654.45	1,458,771.20	-4,250,128.80	74.45 %
RevCategory: 35 - Fines and Forfeitures							
CostCenter: 00000 - NON-DEPARTMENTAL							
<u>100-00000.351170</u>	COURT AND PARKING FINES	667,100.00	667,100.00	72,097.28	175,540.34	-491,559.66	73.69 %
<u>100-00000.351171</u>	COUNTY JAIL SURCHARGE	47,800.00	47,800.00	0.00	7,021.29	-40,778.71	85.31 %
CostCenter: 00000 - NON-DEPARTMENTAL Total:		714,900.00	714,900.00	72,097.28	182,561.63	-532,338.37	74.46 %
RevCategory: 35 - Fines and Forfeitures Total:		714,900.00	714,900.00	72,097.28	182,561.63	-532,338.37	74.46 %
RevCategory: 36 - Investment Income							
CostCenter: 00000 - NON-DEPARTMENTAL							
<u>100-00000.361000</u>	INTEREST	100,000.00	100,000.00	0.00	63,368.85	-36,631.15	36.63 %
CostCenter: 00000 - NON-DEPARTMENTAL Total:		100,000.00	100,000.00	0.00	63,368.85	-36,631.15	36.63 %
RevCategory: 36 - Investment Income Total:		100,000.00	100,000.00	0.00	63,368.85	-36,631.15	36.63 %
RevCategory: 37 - Contributions and Donations							
CostCenter: 00000 - NON-DEPARTMENTAL							
<u>100-00000.371007</u>	NEW PERRY ANIMAL SHELTER BLD	0.00	0.00	30.00	90.00	90.00	0.00 %
<u>100-00000.371024</u>	MAIN STREET ADVISORY DONATIO	0.00	0.00	6,870.00	6,870.00	6,870.00	0.00 %
<u>100-00000.371039</u>	FARMERS MKT INCOME	2,500.00	2,500.00	115.00	535.00	-1,965.00	78.60 %
<u>100-00000.371203</u>	HISTORICAL SOCIETY DONATION	0.00	0.00	0.00	12,012.00	12,012.00	0.00 %
CostCenter: 00000 - NON-DEPARTMENTAL Total:		2,500.00	2,500.00	7,015.00	19,507.00	17,007.00	680.28 %
RevCategory: 37 - Contributions and Donations Total:		2,500.00	2,500.00	7,015.00	19,507.00	17,007.00	680.28 %
RevCategory: 38 - Miscellaneous							
CostCenter: 00000 - NON-DEPARTMENTAL							
<u>100-00000.381000</u>	PERRY EVENTS CENTER RENTAL	47,900.00	47,900.00	5,039.00	20,491.00	-27,409.00	57.22 %
<u>100-00000.381001</u>	CELL ANTENNA RENTAL FEE	33,100.00	33,100.00	0.00	0.00	-33,100.00	100.00 %
<u>100-00000.383000</u>	REIMBURSE FOR DAMAGE PROP	0.00	0.00	1,624.00	1,624.00	1,624.00	0.00 %
<u>100-00000.383002</u>	RESTITUTION PAYMENT	0.00	0.00	1,810.00	1,810.00	1,810.00	0.00 %
<u>100-00000.389000</u>	OTHER REVENUES	0.00	0.00	305.00	4,379.04	4,379.04	0.00 %
<u>100-00000.389001</u>	PD COPIES/REPORTS	1,300.00	1,300.00	90.29	449.07	-850.93	65.46 %
<u>100-00000.389010</u>	P-CARD REBATE	3,700.00	3,700.00	0.00	1,719.37	-1,980.63	53.53 %
<u>100-00000.389012</u>	WEX TAX/BILL ADJUSTMENT	0.00	0.00	162.53	427.23	427.23	0.00 %
<u>100-00000.389013</u>	MGAG PERFORMANCE ADJUST	170,700.00	170,700.00	0.00	0.00	-170,700.00	100.00 %
<u>100-00000.389022</u>	SR CTR UTILITIES REVENUE	4,600.00	4,600.00	686.04	2,086.12	-2,513.88	54.65 %
<u>100-00000.389028</u>	SCHOOL CROSSING GUARD	6,000.00	6,000.00	240.66	437.36	-5,562.64	92.71 %
<u>100-00000.389029</u>	SWAG ITEMS	0.00	0.00	0.00	48.00	48.00	0.00 %
<u>100-00000.389030</u>	PACVB - OPERATING REIMB	425,800.00	425,800.00	0.00	41,533.00	-384,267.00	90.25 %
CostCenter: 00000 - NON-DEPARTMENTAL Total:		693,100.00	693,100.00	9,957.52	75,004.19	-618,095.81	89.18 %
RevCategory: 38 - Miscellaneous Total:		693,100.00	693,100.00	9,957.52	75,004.19	-618,095.81	89.18 %
RevCategory: 39 - Other Financing Sources							
CostCenter: 00000 - NON-DEPARTMENTAL							
<u>100-00000.391112</u>	TRANS IN STORMWATER/PPFA DS	39,400.00	39,400.00	0.00	0.00	-39,400.00	100.00 %
<u>100-00000.391121</u>	TRANS IN WATER/PPFA DEBT SER	401,800.00	401,800.00	0.00	0.00	-401,800.00	100.00 %
<u>100-00000.391142</u>	TRANS IN GAS/PPFA DEBT SER	62,600.00	62,600.00	0.00	0.00	-62,600.00	100.00 %
<u>100-00000.393500</u>	CAPITAL LEASE	1,554,800.00	1,554,800.00	0.00	0.00	-1,554,800.00	100.00 %
<u>100-00000.393710</u>	NATIONAL OPIOID SETTLEMENT	0.00	0.00	0.00	1,814.63	1,814.63	0.00 %
CostCenter: 00000 - NON-DEPARTMENTAL Total:		2,058,600.00	2,058,600.00	0.00	1,814.63	-2,056,785.37	99.91 %
RevCategory: 39 - Other Financing Sources Total:		2,058,600.00	2,058,600.00	0.00	1,814.63	-2,056,785.37	99.91 %
Revenue Total:		26,232,000.00	26,232,000.00	12,747,022.99	14,528,444.76	-11,703,555.24	44.62 %
Expense							
CostCenter: 11000 - OFFICE OF THE COUNCIL							
<u>100-11000.511220</u>	ELECTED/APPOINT OFFICIALS	40,200.00	40,200.00	3,350.00	10,050.00	30,150.00	75.00 %

## Budget Report

For Fiscal: 2023-2024 Period Ending: 09/30/2023

		Original Total Budget	Current Total Budget	Period Activity	Fiscal Activity	Variance Favorable (Unfavorable)	Percent Remaining
<u>100-75430.523856</u>	SOLID WASTE SERVICES	100.00	100.00	48.71	97.42	2.58	2.58 %
<u>100-75430.523930</u>	MEETINGS	0.00	0.00	40.00	40.00	-40.00	0.00 %
<u>100-75430.531100</u>	OPERATING SUPPLIES	900.00	900.00	2,238.35	2,366.94	-1,466.94	-162.99 %
<u>100-75430.531210</u>	WATER & SEWER	400.00	400.00	160.44	323.41	76.59	19.15 %
<u>100-75430.531220</u>	NATURAL GAS SERVICES	0.00	0.00	5.00	10.00	-10.00	0.00 %
<u>100-75430.531230</u>	ELECTRICITY	3,500.00	3,500.00	1,266.46	1,266.46	2,233.54	63.82 %
<u>100-75430.531280</u>	STORMWATER FEES	700.00	700.00	191.86	383.72	316.28	45.18 %
<u>100-75430.531281</u>	FIRE PROTECTION FEE	600.00	600.00	162.86	325.72	274.28	45.71 %
<b>CostCenter: 75430 - WELCOME CENTER Total:</b>		<b>96,000.00</b>	<b>96,000.00</b>	<b>13,892.23</b>	<b>34,785.42</b>	<b>61,214.58</b>	<b>63.77 %</b>
<b>CostCenter: 75450 - GA NATIONAL FAIRGROUND</b>							
<u>100-75450.523302</u>	EVENT PROMOTION	40,000.00	40,000.00	995.00	995.00	39,005.00	97.51 %
<b>CostCenter: 75450 - GA NATIONAL FAIRGROUND Total:</b>		<b>40,000.00</b>	<b>40,000.00</b>	<b>995.00</b>	<b>995.00</b>	<b>39,005.00</b>	<b>97.51 %</b>
<b>CostCenter: 75460 - TOURISM PROMOTION</b>							
<u>100-75460.521200</u>	PROFESSIONAL SERVICES	2,500.00	2,500.00	0.00	0.00	2,500.00	100.00 %
<u>100-75460.523300</u>	ADVERTISING	30,000.00	30,000.00	6,290.00	8,070.35	21,929.65	73.10 %
<u>100-75460.523302</u>	EVENT PROMOTION	7,000.00	7,000.00	0.00	0.00	7,000.00	100.00 %
<u>100-75460.523930</u>	TRADE SHOWS	0.00	0.00	2,641.48	3,469.48	-3,469.48	0.00 %
<u>100-75460.531104</u>	PROMOTIONAL/SWAG ITEM	5,000.00	5,000.00	0.00	211.86	4,788.14	95.76 %
<b>CostCenter: 75460 - TOURISM PROMOTION Total:</b>		<b>44,500.00</b>	<b>44,500.00</b>	<b>8,931.48</b>	<b>11,751.69</b>	<b>32,748.31</b>	<b>73.59 %</b>
<b>CostCenter: 75500 - DOWNTOWN DEV AUTHORITY</b>							
<u>100-75500.577000</u>	APPROPRIATIONS	6,200.00	6,200.00	517.00	1,551.00	4,649.00	74.98 %
<b>CostCenter: 75500 - DOWNTOWN DEV AUTHORITY Total:</b>		<b>6,200.00</b>	<b>6,200.00</b>	<b>517.00</b>	<b>1,551.00</b>	<b>4,649.00</b>	<b>74.98 %</b>
<b>CostCenter: 75510 - MAIN ST ADVISORY BD REST</b>							
<u>100-75510.521312</u>	ARTIST FEES	0.00	0.00	0.00	900.00	-900.00	0.00 %
<u>100-75510.523850</u>	CONTRACT LABOR	0.00	0.00	0.00	550.00	-550.00	0.00 %
<u>100-75510.531660</u>	AWARDS	0.00	0.00	674.25	2,098.50	-2,098.50	0.00 %
<u>100-75510.573001</u>	FACADE GRANT	0.00	0.00	0.00	3,500.00	-3,500.00	0.00 %
<b>CostCenter: 75510 - MAIN ST ADVISORY BD REST Total:</b>		<b>0.00</b>	<b>0.00</b>	<b>674.25</b>	<b>7,048.50</b>	<b>-7,048.50</b>	<b>0.00 %</b>
<b>CostCenter: 75512 - FARMERS MARKET</b>							
<u>100-75512.522300</u>	RENTALS	2,500.00	2,500.00	0.00	203.30	2,296.70	91.87 %
<b>CostCenter: 75512 - FARMERS MARKET Total:</b>		<b>2,500.00</b>	<b>2,500.00</b>	<b>0.00</b>	<b>203.30</b>	<b>2,296.70</b>	<b>91.87 %</b>
<b>CostCenter: 75630 - PERRY-HO CO AIRPORT AUTH</b>							
<u>100-75630.522302</u>	FEE WAIVER	0.00	0.00	0.00	3,287.00	-3,287.00	0.00 %
<u>100-75630.577000</u>	APPROPRIATIONS	44,600.00	44,600.00	3,717.00	11,151.00	33,449.00	75.00 %
<b>CostCenter: 75630 - PERRY-HO CO AIRPORT AUTH Total:</b>		<b>44,600.00</b>	<b>44,600.00</b>	<b>3,717.00</b>	<b>14,438.00</b>	<b>30,162.00</b>	<b>67.63 %</b>
<b>CostCenter: 77050 - FIRE DEPT CAPITAL</b>							
<u>100-77050.542200</u>	VEHICLES	1,000,000.00	1,000,000.00	232,000.00	232,000.00	768,000.00	76.80 %
<b>CostCenter: 77050 - FIRE DEPT CAPITAL Total:</b>		<b>1,000,000.00</b>	<b>1,000,000.00</b>	<b>232,000.00</b>	<b>232,000.00</b>	<b>768,000.00</b>	<b>76.80 %</b>
<b>CostCenter: 77060 - POLICE DEPT CAPITAL</b>							
<u>100-77060.531600</u>	INVENTORY EQUIPMENT	0.00	0.00	0.00	6,063.00	-6,063.00	0.00 %
<u>100-77060.542200</u>	VEHICLES	414,000.00	414,000.00	0.00	0.00	414,000.00	100.00 %
<u>100-77060.542500</u>	EQUIPMENT	15,800.00	15,800.00	0.00	0.00	15,800.00	100.00 %
<b>CostCenter: 77060 - POLICE DEPT CAPITAL Total:</b>		<b>429,800.00</b>	<b>429,800.00</b>	<b>0.00</b>	<b>6,063.00</b>	<b>423,737.00</b>	<b>98.59 %</b>
<b>CostCenter: 77070 - PUBLIC WORKS CAPITAL</b>							
<u>100-77070.542200</u>	VEHICLES	105,000.00	105,000.00	0.00	0.00	105,000.00	100.00 %
<u>100-77070.542500</u>	EQUIPMENT	20,000.00	20,000.00	0.00	0.00	20,000.00	100.00 %
<b>CostCenter: 77070 - PUBLIC WORKS CAPITAL Total:</b>		<b>125,000.00</b>	<b>125,000.00</b>	<b>0.00</b>	<b>0.00</b>	<b>125,000.00</b>	<b>100.00 %</b>
<b>CostCenter: 77311 - PINE NEEDLE PARK IMP</b>							
<u>100-77311.541400</u>	INFRASTRUCTURE	0.00	0.00	0.00	34,546.00	-34,546.00	0.00 %
<b>CostCenter: 77311 - PINE NEEDLE PARK IMP Total:</b>		<b>0.00</b>	<b>0.00</b>	<b>0.00</b>	<b>34,546.00</b>	<b>-34,546.00</b>	<b>0.00 %</b>
<b>CostCenter: 77344 - PROJECT BIRDCAGE</b>							
<u>100-77344.522302</u>	FEE WAIVER	0.00	0.00	0.00	16,550.00	-16,550.00	0.00 %
<b>CostCenter: 77344 - PROJECT BIRDCAGE Total:</b>		<b>0.00</b>	<b>0.00</b>	<b>0.00</b>	<b>16,550.00</b>	<b>-16,550.00</b>	<b>0.00 %</b>