



Main Street Advisory Board
Work Session– February 15, 2024 5:00 p.m.

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

1. Call to Order
2. Citizens with Input
3. Guests/Speakers
4. 2023 Review
5. 2024 Work Plan
 - a. Transformation Strategies
 - b. Goals
6. Adjourn

All meetings are open to the public unless otherwise posted

2023 Workplan

Transformation Strategy 1: Business Activation and Development

Why? To best support the current downtown businesses and bring in businesses along the periphery of the district, outside the core of Downtown Perry (where there tend to be more vacancies available)

Goal 1	Goal 2	Goal 3	Goal 4
Support existing businesses based on their needs	Assist new businesses in finding property and supporting them on their business journey		
Repeat Annual Responsibilities • Merchant Meeting: Hosted every other month to provide information to merchants and allow merchants to provide their feedback to staff and express their needs for support (if any) • Small Business Saturday: Highlight the importance of shopping small and support businesses at their busiest time of year • Downtown Perry Wine Tasting: Participating businesses have reported that sales are always successful during this event • Façade Grant: supports current and new businesses for the renovations of exterior of buildings			

TS1 Goal 1: Support existing businesses based on their needs		Define Success: By responding to general feedback from businesses within the programs control			
Partners: Business owners, Staff, Promotions Committee					
Task	Board Member Responsible	Staff Responsible	Due Date	Progress	Budget
1. Conduct business visits (by staff) and attend merchant meetings (board members) to understand feedback/needs	All	Alicia	Throughout Year	Done	\$0
2. Work with Promotions Committee to brainstorm promotion ideas to assist businesses	Cory, Jim, Andrew, Valerie	Alicia	Throughout Year	Done	\$0
3.					\$0
4. Summer promotion (Drink & Dine Promotion) to assist businesses with the “slow season” of June and July	All/Promotion Committee	Alicia	July 2023	Done – August 2023	\$3000
5. First Friday Promotion (Shop till You Drop Promotion) to assist with incentive to stay open late and extended hours for holidays	All	Alicia	Through December	Done – December 1, 2023	\$1500
6.					\$0
7.					\$0
8.					\$0
				Total	\$4500

TS1 Goal 2: Assist new businesses in finding property and supporting them on their business journey.		Define Success: New businesses locate to Downtown Perry, specifically outside the core of Carroll Street			
Partners: Property owners, Community Development Staff, DDA, DCA					
Task	Board Member Responsible	Staff Responsible	Due Date	Progress	Budget
1. Build/strengthen relationships with property owners to be up to date on available buildings	All				\$0
2. Create spreadsheet for businesses inquiring for property		Alicia	Ongoing	Ongoing	\$0
3. Use/collect market data to support new businesses (using Placer.ai – received access in June 2023)		Alicia	Ongoing	Ongoing	\$0
4.					\$0
5. Support Perry Start Up Week Committee	All	Alicia	February 2024	Ongoing	\$0
6.					\$0
7.					\$0
8.					\$0
				Total	\$0

TS1 Goal 3:	Define Success:
Partners:	

Task	Board Member Responsible	Staff Responsible	Due Date	Progress	Budget
1.					\$0
2.					\$0
3.					\$0
4.					\$0
5.					\$0
6.					\$0
7.					\$0
8.					\$0
Total					\$0

TS1 Goal 4:	Define Success:
Partners:	

Task	Board Member Responsible	Staff Responsible	Due Date	Progress	Budget
1.					\$0
2.					\$0
3.					\$0
4.					\$0
5.					\$0
6.					\$0
7.					\$0
8.					\$0
Total					\$0

Transformation Strategy 2: Beautification Initiatives and Design				
<i>Why?</i> Maintaining, building, and elaborating upon the beautification work that has already been done is crucial				
Goal 1	Goal 2	Goal 3	Goal 4	
Have historic tour signage installed for Downtown Tour	Maintain current beautification initiatives			
Repeat Annual Responsibilities				
• Façade grants • Maintain lighted trees and hanging orbs • Holiday Photo Opt				

TS2 Goal 1: Have historic signage installed for CVB Historic Downtown Tour	Define Success: Signs get installed throughout downtown
Partners: CVB, Perry Historical Society	

Task	Board Member Responsible	Staff Responsible	Due Date	Progress	Budget
1. Select design and size for signs	All		By end of year	Done – April 2023	CVB funded
2. Identify possible placement of the signs		Alica and CVB staff, Historical Society	By end of year	Done – May 2023	\$0
3. Promote signs and tour once installed	All	Alicia	By End of year	Ongoing	\$0
4.					\$0
5.					\$0
6.					\$0
7.					\$0
8.					\$0
				Total	\$0

TS2 Goal 2: Maintain current beautification and design initiatives.	Define Success: For the quality of currently implemented beautification projects to still be as nice as when first installed/completed
Partners: Public Works, Merchants, 3 rd party contractors	

Task	Board Member		Staff Responsible	Due Date	Progress	Budget
	Responsible	Responsible				
1. Identify any imperfections in the installed lights around trees and hanging orbs and get them services/fixed.	All	Alicia	Ongoing	Ongoing		\$800
2. Improve upon Scarecrow Fest photo opt installation	Cory	Alicia	October 2023	Done		\$0
3. Ensure that alleyway project from last year is maintained	Kelly (as her store is right next to project)	Alicia	Ongoing	Ongoing		\$1800
4.						\$0
5.						\$0
6.						\$0
7.						\$0
8.						\$0
Total						\$0

TS2 Goal 3:	Define Success:
Partners:	

Task	Board Member Responsible	Staff Responsible	Due Date	Progress	Budget
1.					\$0
2.					\$0
3.					\$0
4.					\$0
5.					\$0
6.					\$0
7.					\$0
8.					\$0
Total					\$0

TS2 Goal 4:	Define Success:
Partners:	

Task	Board Member Responsible	Staff Responsible	Due Date	Progress	Budget
1.					\$0
2.					\$0
3.					\$0
4.					\$0
5.					\$0
6.					\$0
7.					\$0
8.					\$0
Total					\$0

Transformation Strategy 3:				
Why?				
Goal 1	Goal 2	Goal 3	Goal 4	
Repeat Annual Responsibilities				

TS3 Goal 1:	Define Success:
Partners:	

Task	Board Member Responsible	Staff Responsible	Due Date	Progress	Budget
1.					\$0
2.					\$0
3.					\$0
4.					\$0
5.					\$0
6.					\$0
7.					\$0
8.					\$0
			Total		\$0

TS3 Goal 2:	Define Success:
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Partners:

Task	Board Member Responsible	Staff Responsible	Due Date	Progress	Budget
1.					\$0
2.					\$0
3.					\$0
4.					\$0
5.					\$0
6.					\$0
7.					\$0
8.					\$0
Total					\$0

TS3 Goal 3:

Define Success:

Partners:

Task	Board Member Responsible	Staff Responsible	Due Date	Progress	Budget
1.					\$0
2.					\$0
3.					\$0
4.					\$0
5.					\$0
6.					\$0
7.					\$0
8.					\$0
				Total	\$0

TS3 Goal 4:	Define Success:
Partners:	

Task	Board Member Responsible	Staff Responsible	Due Date	Progress	Budget
1.					\$0
2.					\$0

3.										\$0
4.										\$0
5.										\$0
6.										\$0
7.										\$0
8.										\$0
Total										\$0

2024 Workplan

Transformation Strategy 1:				
Why?				
Goal 1	Goal 2	Goal 3	Goal 4	
Repeat Annual Responsibilities				

TS1 Goal 1:	Define Success:
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Partners:

Task		Board Member Responsible		Staff Responsible	Due Date	Progress	Budget
1.							\$0
2.							\$0
3.							\$0
4.							\$0
5.							\$0
6.							\$0
7.							\$0
8.							\$0
Total							\$0

TS1 Goal 2:		Define Success:
Partners:		

Task	Board Member		Staff Responsible	Due Date	Progress	Budget
1.						\$0
2.						\$0
3.						\$0
4.						\$0
5.						\$0
6.						\$0
7.						\$0
8.						\$0
	Total					\$0

TS1 Goal 3:

Define Success:

Partners:

Task	Board Member		Staff Responsible	Due Date	Progress	Budget
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1.									\$0
2.									\$0
3.									\$0
4.									\$0
5.									\$0
6.									\$0
7.									\$0
8.									\$0
Total									\$0

TS1 Goal 4:

Define Success:

Partners:

Task	Board Member Responsible	Staff Responsible	Due Date	Progress	Budget
1.					\$0
2.					\$0

3.									\$0
4.									\$0
5.									\$0
6.									\$0
7.									\$0
8.									\$0
Total									\$0

Transformation Strategy 2:				
Why?				
Goal 1	Goal 2	Goal 3	Goal 4	
Repeat Annual Responsibilities				

TS2 Goal 1:	Define Success:
Partners:	

Task	Board Member Responsible	Staff Responsible	Due Date	Progress	Budget
1.					\$0
2.					\$0
3.					\$0
4.					\$0
5.					\$0
6.					\$0
7.					\$0
8.					\$0
Total					\$0

TS2 Goal 2:	Define Success:
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Partners:

Task	Board Member			Staff Responsible	Due Date	Progress	Budget
1.							\$0
2.							\$0
3.							\$0
4.							\$0
5.							\$0
6.							\$0
7.							\$0
8.							\$0
Total							\$0

TS2 Goal 3:	Define Success:
Partners:	

Task	Board Member Responsible	Staff Responsible	Due Date	Progress	Budget
1.					\$0
2.					\$0
3.					\$0
4.					\$0
5.					\$0
6.					\$0
7.					\$0
8.					\$0
Total					\$0

TS2 Goal 4:	Define Success:
Partners:	

Task	Board Member Responsible	Staff Responsible	Due Date	Progress	Budget
1.					\$0
2.					\$0
3.					\$0
4.					\$0
5.					\$0
6.					\$0
7.					\$0
8.					\$0
Total					\$0

Transformation Strategy 3:				
Why?				
Goal 1	Goal 2	Goal 3	Goal 4	
Repeat Annual Responsibilities				

TS3 Goal 1:	Define Success:
Partners:	

Task	Board Member		Staff	Due Date	Progress	Budget
	Responsible	Responsible	Responsible			
1.						\$0
2.						\$0
3.						\$0
4.						\$0
5.						\$0
6.						\$0
7.						\$0
8.						\$0
				Total		\$0

TS3 Goal 2:	Define Success:
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Partners:

Board Member		Staff	Due Date	Progress	Budget
Task	Responsible	Responsible			
1.					\$0
2.					\$0
3.					\$0
4.					\$0
5.					\$0
6.					\$0
7.					\$0
8.					\$0
			Total		\$0

TS3 Goal 3:

Define Success:

Partners:

Task	Board Member Responsible	Staff Responsible	Due Date	Progress	Budget
1.					\$0
2.					\$0
3.					\$0
4.					\$0
5.					\$0
6.					\$0
7.					\$0
8.					\$0
				Total	\$0

TS3 Goal 4:	Define Success:
Partners:	

Task	Board Member Responsible	Staff Responsible	Due Date	Progress	Budget
1.					\$0
2.					\$0

3.										\$0
4.										\$0
5.										\$0
6.										\$0
7.										\$0
8.										\$0
									Total	\$0