



Main Street Advisory Board
Agenda – October 3, 2024, 4:00 p.m.

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

1. Call to Order
 - a. Decorum Guidelines
2. Guests/Speakers
 - a. Haley Myers – Ghouls Night Out Merchant Donation Request
3. Citizens with Input
4. Old Business
5. New Business
 - a. Approve September 5, 2024 minutes
 - b. Approve August and September 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 - September 5, 2024

1. Call to Order: Chairman Cossart called the meeting to order at 4:00pm.
 - a. Decorum Guidelines – Chairman Cossart referred to the guidelines

Roll: Chairman Cossart; Directors Jones, Lay, Anderson-Cook, Walker, Moore and Presswood were present.

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

Guests: Phillips Jones and Heather Anderson

2. Guests/Speakers

- a. Bryan Wood -- Downtown Historic District Review

Mr. Wood advised a Historic Preservation Commission (HPC) had been established in 2022 and was first tasked with the Washington-Evergreen area, which has since been adopted and began working in the downtown at the start of 2024 and what is being presented to the board is the first draft of the designation report. Mr. Wood explained the process which includes the designation of a property as being contributing or non-contributing and the report has been sent to the Department of Community Affairs (DCA) for review and comment. Once comments are received HPC will review and make any modifications, hold public hearings, with proper notification being sent to owners and occupants and the final decision will be made by Council. The proposed area consists of approximately 30 acres located at the center of Perry and contains 89 properties which create the core of downtown. The district is bounded generally on the East by Macon Road, on the North by Commerce Street, on the West by the railroad, and on the South by Main Street including most properties on the south side of the street. Mr. Wood advised design guidelines are followed, and it is only for the exterior of what is visible from the right-of-way and the intent is to keep the historical context of the building and the same for new or additions. Mr. Wood as a reminder the downtown overlay district would still be applicable if adopted and the process for applicants' would be a COA review by MSAB and then HPC, which meets the following week after MSAB, this was done to cause as little delay as possible. Chairman Cossart suggested a joint meeting with the HPC and MSAB, such as the DDA has requested to ensure the goals of both boards and the processes that may occur with the adoption of the district; staff concurred.

3. Citizens with Input – None

4. Old Business

- a. Lighting discussion updates – Ms. Hartley advised she had spoken to a few vendors with only Unique Landscaping providing an estimate from previous discussions for new lights on (16) trees with a commercial grade mini lights at a cost of \$8500. For additional electrical as discussed Moyer Electric provided an estimate of \$8575. Director Moore suggested before lighting is installed the trees be trimmed; Ms. Hartley advised she will coordinate with Public Works. Director Presswood asked how often maintenance would be performed; Ms. Hartley advised on a quarterly basis. Chairman

Cossart asked if it could be done by December 1st. On conclusion of discussion, it was decided to proceed with the project in phases, the first phase being the tree lighting and the second being the electrical as a request to the DDA will be made to assist in funding. Director Presswood motioned to approve phase 1 in the amount of \$8500.00; Director Lay seconded; all in favor and was unanimously approved.

5. New Business

a. Certificate of Appropriateness Review - 909 Main Street

Mr. Wood advised the request is for the replacement of the roofing on the marquee awning, with a color change submitted of red. Except for the color change, this would be ordinary maintenance and repair. The application states the red will better match and blend with the building brick. Staff is concerned the red roof is not a color used traditionally in downtown Perry and is dissimilar to colors in the approved palette. Since the brick color is not the same red as the proposed roof, the two colors may clash with one another. Staff suggests dark green or black as they are more traditional metal roof colors in the downtown area. Mr. Jim Lay on behalf of Perry Players advised the board of directors had spoken and agreed to shiny black, and a sample was provided for review.

Director Jones motioned to approve the request with the shiny black color as presented; Director Presswood seconded; all in favor and was unanimously approved with Director Lay abstaining from the vote.

b. Certificate of Appropriateness Review – 805 Commerce Street

Mr. Wood advised the request was to increase the size of the projecting sign. It was advised the updated sign ordinance allows a maximum of six square feet for projecting signs in the downtown district and this is also the maximum area for projecting signs in all zoning districts. Mr. Wood noted the projecting sign at the Muse Theater across the street is a historic sign and was permitted to be re-established under the prior sign ordinance. Staff is recommending denial of the application.

Director Jones motioned to deny the application as submitted; Director Lay seconded; all in favor and was unanimously recommended for denial.

c. Certificate of Appropriateness Review – 1139 Macon Road

Mr. Wood advised the request was to paint the body of the building Benjamin Moore OC-9 “Ballet White”, and trim Benjamin Moore HC-190 “Black” and noted while the proposed colors are not in the approved color palette, black and white have been approved separately and in combination and the adjacent building is painted similar colors and approval is recommended.

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

d. Certificate of Appropriateness Review – 815 Carroll Street

Mr. Wood advised the request was to paint the body of the building “Drop Cloth” (brand not identified), trim “Pointing” (brand not identified), shutters Benjamin Moore

“Chelsea Gray”, and doors “Calluna” (brand not identified). As well, replace doors on Carroll and Ball Streets with ¾ glass wood doors and increase the thickness of the column and install a planter adjacent to the building and bistro tables along both street fronts. Mr. Wood noted, the proposed colors are not in the approved color palette, but the colors are white to neutral, and the door color is a very pale lavender. The proposed doors are more appropriate to the commercial character of the building than the existing and increasing the thickness of the columns is more appropriate than the existing ones. Staff has no issues with the planter and tables, provided adequate pedestrian access is maintained along the sidewalks.

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

e. Certificate of Appropriateness Review – 725 Commerce Street

Mr. Wood advised the request was to remove the brick planters attached to the front of the building. Mr. Wood also noted, the building was not historically significant, and the planters are inconsequential architecturally and actually block the storefront and approval is recommended.

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

f. Façade Grant Application – 1139 Macon Road

Ms. Hartley advised the request is for repainting the building in the amount of \$1000.00. Ms. Hartley also advised when the building was completely rehabbed a grant had not been applied for and is recommending the allotted reward.

Director Presswood motioned to approve the façade grant award of \$1000.00; Director Jones seconded; all in favor and was unanimously approved.

g. Façade Grant Application – 815 Carroll Street

Ms. Hartley advised as presented in the COA application the proposed changes fall under the major improvement category and recommends an award of \$2500.00.

Director Moore motioned to approve façade grant award of \$2500.00; Director Anderson-Cook seconded; all in favor and was unanimously approved.

h. Approve August 1, 2024, minutes

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

i. Approve August financials – tabled

6. Chairman Items – Chairman Cossart reminded everyone of the sidewalk sale on September 7th. Director Moore also commended Ms. Hartley on her recent presentation at the annual Georgia Downtown Conference, which she, the Chairman and Director

Jones attended. Director Moore advised attendees were impressed with the support the board receives from the City.

7. Downtown Manager's Report

Downtown Projects update - Ms. Hartley advised Trattoria di Napoli is open, Central Computer Services located a small office on Washington Street in an existing building by CVS. Sole Shoe Company has expanded in the adjacent building that was Massey Gordon's office. Ms. Hartley advised she had received a request from Hargray for social media promotion where they will be giving away downtown dollars; the board had some concern with the promotion as it could set a precedent, and staff did as well, however, requested Ms. Hartley inquire if they would be willing to become a sponsor for the upcoming Beer, Bourbon & BBQ. Ms. Hartley advised the photo booth project has been placed on hold as management felt the project did not fit with the visioning for downtown and has not been approved for any other locations; Ms. Hartley advised she will propose alternate locations at a later date. Ms. Wharton advised this is an item that can be discussed with the September 30th visioning meeting with the Mayor; it was suggested the placemaking committee also be included. With regard to placemaking they are working on potential projects that are best at serving the community not necessarily a physical impact. Ms. Hartley reviewed upcoming training opportunities.

8. Promotion Committee Report - Ms. Hartley advised the Drink & Dine campaign has concluded and provided a recap report. Warehouse sale is Saturday. Proposed Ghouls Night out was denied by Council as they desired to keep with the events already approved, however, there are merchants willing to do a late-night shopping event that would not involve the need of city services for road closures, etc. Beer, Bourbon & BBQ is approaching and Live on Five continues. Director Presswood asked about the Veterans' banners and the associated cost and if the banner was retained by the city for future use. Ms. Hartley advised the board had approved the cost and Council concurred and recommended including General Courtney Hodges Blvd. and to date only four applications have been submitted. Director Presswood felt there should not be a charge and the City keeps the banner for reuse the next year; Ms. Hartley advised the promotion has only been approved for 2024, but if the board agreed there could be no cost.

Director Walker left the meeting at 5:20pm.

9. Update on Downtown Development Authority - Chairman Cossart advised the board is diligently working on the redevelopment of the 700 block of Carroll Street and has met with one interested developer and two more are scheduled.
10. Other - None
11. Adjourn: there being no further business to come before the board the meeting was adjourned at 5:36pm.

J. Holland

**Main Street Advisory Board Restricted Fund
GL Account 100.00000.13.4208**

July 1, 2023 Beginning Balance

65,769.15

Deposits:	100.37.1024	Current	YTD	Cumulative
	July		5,575.00	
	August		790.00	
	September			
	October			
	November			
	December			
	January			
	February			
	March			
	April			
	May			
	June			
	Total Deposits:	0.00	6,365.00	72,134.15

Expenditures:	100.75510			
	July		(1,390.00)	
	August		5,028.26	
	September			
	October			
	November			
	December			
	January			
	February			
	March			
	April			
	May			
	June			
	Total Expenditures:	0.00	3,638.26	75,772.41

Reserve Balance at 8/31/2024

75,772.41

Current Reserve:	75,772.41
Less Prior Month Reserve	69,954.15
Current Month Reserve Adjustment	<u>5,818.26</u>

***August 2024 expenses show increase of \$1390.00 to correct the July expenses

Budget Report

For Fiscal: 2024-2025 Period Ending: 08/31/2024

		Original Total Budget	Current Total Budget	Period Activity	Fiscal Activity	Variance Favorable (Unfavorable)	Percent Remaining
100-00000.341703	VEHICLE MAINT CHARGES	0.00	0.00	0.00	5,812.00	5,812.00	0.00 %
100-00000.341706	PUBLIC WKS ADMIN CHARGE	0.00	0.00	16,717.00	33,434.00	33,434.00	0.00 %
100-00000.341707	FUND AUDIT CONTRIBUTIONS	0.00	0.00	3,116.00	6,232.00	6,232.00	0.00 %
100-00000.341710	ADMIN CUSTOMER SERVICE	0.00	0.00	48,550.00	97,100.00	97,100.00	0.00 %
100-00000.341712	PUBLIC WORKS FACILITY	0.00	0.00	1,476.00	2,952.00	2,952.00	0.00 %
100-00000.341714	PERSONNEL SERVICES	0.00	0.00	8,282.00	16,564.00	16,564.00	0.00 %
100-00000.341715	CITY MANAGER SERVICES	0.00	0.00	25,308.00	50,616.00	50,616.00	0.00 %
100-00000.341720	POLICY SERVICES	0.00	0.00	9,991.00	19,982.00	19,982.00	0.00 %
100-00000.341726	UTILITY/CONSTRUCT INSPECTIONS	0.00	0.00	0.00	6,213.00	6,213.00	0.00 %
100-00000.341728	STREET LIGHTING	0.00	0.00	0.00	42.00	42.00	0.00 %
100-00000.341945	OCCUPATIONAL TAX ADM FEE	0.00	0.00	1,207.00	2,097.00	2,097.00	0.00 %
100-00000.342901	ANIMAL CONTROL FEES	0.00	0.00	93.00	333.00	333.00	0.00 %
100-00000.347203	COMMUNITY CENTER FEES	0.00	0.00	2,773.00	7,590.00	7,590.00	0.00 %
100-00000.347210	ROZAR RENTALS	0.00	0.00	1,402.00	1,609.00	1,609.00	0.00 %
100-00000.347215	CREEKWOOD USES	0.00	0.00	813.00	1,694.00	1,694.00	0.00 %
100-00000.347302	DISC GOLF TOURNAMENT FEE	0.00	0.00	236.00	236.00	236.00	0.00 %
100-00000.347503	LEISURE PROGRAM FEES	0.00	0.00	625.00	1,962.50	1,962.50	0.00 %
100-00000.347521	YOUTH FOOTBALL FEES	0.00	0.00	-105.00	12,470.00	12,470.00	0.00 %
100-00000.347522	YOUTH CHEERLEADING FEES	0.00	0.00	-200.00	2,285.50	2,285.50	0.00 %
100-00000.347523	YOUTH FALL SOCCER FEES	0.00	0.00	-42.50	7,719.00	7,719.00	0.00 %
100-00000.347526	YOUTH SPRING SOCCER FEES	0.00	0.00	26.25	26.25	26.25	0.00 %
100-00000.347531	U-6 FALL SOCCER	0.00	0.00	76.00	5,649.00	5,649.00	0.00 %
100-00000.347532	U-6 SPRING SOCCER	0.00	0.00	0.00	304.00	304.00	0.00 %
100-00000.347533	YOUTH T-BALL	0.00	0.00	0.00	78.00	78.00	0.00 %
100-00000.347591	FLAG FOOTBALL	0.00	0.00	0.00	465.00	465.00	0.00 %
100-00000.347730	FIREARMS SAFETY COURSE FEE	0.00	0.00	90.00	150.00	150.00	0.00 %
100-00000.347735	CPR CERTIFICATION FEE	0.00	0.00	360.00	360.00	360.00	0.00 %
100-00000.349219	EMPLOYER CONTRIB-HEALTH	0.00	0.00	242,109.00	484,218.00	484,218.00	0.00 %
100-00000.349220	EMPLOYEE CONTRIB-HEALTH	0.00	0.00	30,589.64	61,426.44	61,426.44	0.00 %
100-00000.349300	RETURNED CHECK FEE	0.00	0.00	245.00	385.00	385.00	0.00 %
100-00000.349903	MISC SERVICES & CHARGES	0.00	0.00	0.00	66.13	66.13	0.00 %
100-00000.349904	CRIMINAL HISTORY CHECKS	0.00	0.00	1,274.00	2,349.00	2,349.00	0.00 %
100-00000.349910	CURB CUT/DRIVEWAY PIPE	0.00	0.00	67.00	67.00	67.00	0.00 %
CostCenter: 00000 - NON-DEPARTMENTAL Total:		0.00	0.00	434,975.84	919,770.45	919,770.45	0.00%
RevCategory: 34 - Charges for Services Total:		0.00	0.00	434,975.84	919,770.45	919,770.45	0.00%
RevCategory: 35 - Fines and Forfeitures							
CostCenter: 00000 - NON-DEPARTMENTAL							
100-00000.351170	COURT AND PARKING FINES	0.00	0.00	58,671.60	102,582.47	102,582.47	0.00 %
100-00000.351171	COUNTY JAIL SURCHARGE	0.00	0.00	0.00	2,709.06	2,709.06	0.00 %
CostCenter: 00000 - NON-DEPARTMENTAL Total:		0.00	0.00	58,671.60	105,291.53	105,291.53	0.00%
RevCategory: 35 - Fines and Forfeitures Total:		0.00	0.00	58,671.60	105,291.53	105,291.53	0.00%
RevCategory: 36 - Investment Income							
CostCenter: 00000 - NON-DEPARTMENTAL							
100-00000.361000	INTEREST	0.00	0.00	243.29	19,149.71	19,149.71	0.00 %
CostCenter: 00000 - NON-DEPARTMENTAL Total:		0.00	0.00	243.29	19,149.71	19,149.71	0.00%
RevCategory: 36 - Investment Income Total:		0.00	0.00	243.29	19,149.71	19,149.71	0.00%
RevCategory: 37 - Contributions and Donations							
CostCenter: 00000 - NON-DEPARTMENTAL							
100-00000.371001	RECREATION DEPT DONATIONS	0.00	0.00	40.00	40.00	40.00	0.00 %
100-00000.371007	NEW PERRY ANIMAL SHELTER BLD	0.00	0.00	30.00	60.00	60.00	0.00 %
100-00000.371024	MAIN STREET ADVISORY DONATIO	0.00	0.00	790.00	6,365.00	6,365.00	0.00 %
100-00000.371039	FARMERS MKT INCOME	0.00	0.00	310.00	945.00	945.00	0.00 %
100-00000.371202	INDEPENDENCE DAY SPONSORSHIP	0.00	0.00	5,000.00	5,000.00	5,000.00	0.00 %
100-00000.371205	TECH & ENTREPRENEUR BOARD	0.00	0.00	1,792.26	1,792.26	1,792.26	0.00 %
CostCenter: 00000 - NON-DEPARTMENTAL Total:		0.00	0.00	7,962.26	14,202.26	14,202.26	0.00%
RevCategory: 37 - Contributions and Donations Total:		0.00	0.00	7,962.26	14,202.26	14,202.26	0.00%

Budget Report

For Fiscal: 2024-2025 Period Ending: 08/31/2024

		Original Total Budget	Current Total Budget	Period Activity	Fiscal Activity	Variance Favorable (Unfavorable)	Percent Remaining
CostCenter: 75510 - MAIN ST ADVISORY BD REST							
100-75510.521312	ARTIST FEES	0.00	0.00	700.00	900.00	-900.00	0.00 %
100-75510.522300	RENTALS	0.00	0.00	332.00	332.00	-332.00	0.00 %
100-75510.523850	CONTRACT LABOR	0.00	0.00	125.00	125.00	-125.00	0.00 %
100-75510.523851	SECURITY SERVICES	0.00	0.00	0.00	290.00	-290.00	0.00 %
100-75510.531100	OPERATING SUPPLIES	0.00	0.00	1,651.26	2,551.26	-2,551.26	0.00 %
100-75510.531660	AWARDS	0.00	0.00	830.00	830.00	-830.00	0.00 %
CostCenter: 75510 - MAIN ST ADVISORY BD REST Total:		0.00	0.00	3,638.26	5,028.26	-5,028.26	0.00%
CostCenter: 75512 - FARMERS MARKET							
100-75512.522300	RENTALS	0.00	0.00	107.00	107.00	-107.00	0.00 %
CostCenter: 75512 - FARMERS MARKET Total:		0.00	0.00	107.00	107.00	-107.00	0.00%
CostCenter: 75630 - PERRY-HO CO AIRPORT AUTH							
100-75630.577000	APPROPRIATIONS	0.00	0.00	3,717.00	7,434.00	-7,434.00	0.00 %
CostCenter: 75630 - PERRY-HO CO AIRPORT AUTH Total:		0.00	0.00	3,717.00	7,434.00	-7,434.00	0.00%
CostCenter: 77070 - PUBLIC WORKS CAPITAL							
100-77070.542500	EQUIPMENT	0.00	0.00	38,500.00	38,500.00	-38,500.00	0.00 %
CostCenter: 77070 - PUBLIC WORKS CAPITAL Total:		0.00	0.00	38,500.00	38,500.00	-38,500.00	0.00%
CostCenter: 81500 - ADMINISTRATIVE DEBT SERV							
100-81500.581200	CAPITAL LEASE PRINCIPAL	0.00	0.00	2,558.77	2,558.77	-2,558.77	0.00 %
100-81500.582200	CAPITAL LEASE INTEREST	0.00	0.00	232.41	232.41	-232.41	0.00 %
CostCenter: 81500 - ADMINISTRATIVE DEBT SERV Total:		0.00	0.00	2,791.18	2,791.18	-2,791.18	0.00%
CostCenter: 83200 - POLICE DEBT SERVICE							
100-83200.581200	CAPITAL LEASE PRINCIPAL	0.00	0.00	34,949.93	60,775.21	-60,775.21	0.00 %
100-83200.582200	CAPITAL LEASE INTEREST	0.00	0.00	3,174.39	8,246.74	-8,246.74	0.00 %
CostCenter: 83200 - POLICE DEBT SERVICE Total:		0.00	0.00	38,124.32	69,021.95	-69,021.95	0.00%
CostCenter: 83500 - FIRE DEBT SERVICE							
100-83500.581200	CAPITAL LEASE PRINCIPAL	0.00	0.00	22,841.48	29,544.77	-29,544.77	0.00 %
100-83500.582200	CAPITAL LEASE INTEREST	0.00	0.00	1,832.34	5,321.97	-5,321.97	0.00 %
CostCenter: 83500 - FIRE DEBT SERVICE Total:		0.00	0.00	24,673.82	34,866.74	-34,866.74	0.00%
CostCenter: 84000 - PUBLIC WORKS DEBT SERV							
100-84000.581200	CAPITAL LEASE PRINCIPAL	0.00	0.00	19,637.99	28,607.44	-28,607.44	0.00 %
100-84000.582200	CAPITAL LEASE INTEREST	0.00	0.00	1,783.66	3,545.35	-3,545.35	0.00 %
CostCenter: 84000 - PUBLIC WORKS DEBT SERV Total:		0.00	0.00	21,421.65	32,152.79	-32,152.79	0.00%
CostCenter: 90000 - OTHER FINANCING USES							
100-90000.611040	TRANSFER TO GEN CAP PROJ	0.00	0.00	1,026,247.54	1,026,247.54	-1,026,247.54	0.00 %
100-90000.611230	TRANSFER TO CDBG/CHIP	0.00	0.00	278.22	556.27	-556.27	0.00 %
CostCenter: 90000 - OTHER FINANCING USES Total:		0.00	0.00	1,026,525.76	1,026,803.81	-1,026,803.81	0.00%
Expense Total:		0.00	0.00	3,212,569.23	4,912,052.53	-4,912,052.53	0.00%
Fund: 100 - GENERAL FUND Surplus (Deficit):		0.00	0.00	-1,361,990.36	-2,214,105.88	-2,214,105.88	0.00%