

Main Street Advisory Board
Work Session Minutes – February 15, 2024

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

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

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

2. Citizens with Input – None

3. Guests/Speakers – None

4. 2023 Review

Ms. Hartley provided the 2023 workplan and reviewed each of the Transformation Strategies, which included Business Activation & Development, Beautification Initiatives & Design.

5. 2024 Work Plan

- a. Transformation Strategies

Ms. Hartley asked each director to think of a place they have visited or liked and why. The following responses were provided: Athens for the food scene, Gatlinburg for the mixed use of retail and restaurants, Savannah for the history and architecture and not just those on River Street, put in pocket areas of the city, St. Augustine FL, Fernandina Beach and Canton. A commonality of each of these is a small-town feel, something to do, and live music/festivals, walkability.

Ms. Hartley asked for what worked in 2023 and what to be done in 2024. For 2023 – Successful wine tasting events, alleyway project, community events, COA/Design Guidelines, Placer AI.

For 2024 – Remove alley trash cans, streaming music, more pop-up entertainment, more merchants' participation in meetings, advertise the walking historic tours, concerts on the lawn, engage property owners, diversified business mix, maintain tree lights, second alleyway project, retail businesses open at night.

Placemaking Initiatives – Murals, passive artwork, passable entertainment, round conversation seating, tie into from Legacy Park/Evergreen/Rotary Centennial Park, additional alleyway projects, reasons to show up and stay, show diversity of community, consolidate past/present in public and private spaces, historic markers for each building, awareness of and better use of Legacy Park, improve 700 block of Carroll and Commerce Streets, increase use of downtown area during evening hours, public transportation within the footprint, and improve knowledge of parking.

Beautification Initiatives & Design – Update trees/bushes – remove and maintain some, add colorful flowers, alleyway lighting, tables at Rotary Centennial park, look at other

areas for lighting, enhance seasonal décor, historic building markers, former Stanely lot on Macon Rd for potential development, tree lighting, and more pole banners.

- b. Goals – Ms. Hartley will take information and build out the goals for 2024 and bring back for review at the March meeting.
6. Adjourn: there being no further business to come before the board the meeting was adjourned at 7:02pm.

Approved 03.07.24