

Main Street Advisory Board  
Minutes - August 1, 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 Anderson-Cook, Jones, Lay, Moore, and Presswood were present. Director Walker was absent.

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

2. Guests/Speakers - Jim and Sheri Nadeau

3. Citizens with Input – None

4. Old Business – None

5. New Business

a. Certificate of Appropriateness Review – 1203 Main Street

Ms. Hartley added the applicant wishes to increase the size of the opening and install an 8' X 8' metal roll-up door on the rear of the building and paint to match building wall color. The building, adjacent to Neighbor's Grocery, was constructed in 1970 of concrete blocks with a brick front façade and metal fascia. There is no historic or architectural significance associated with the building. The door will replace the existing double door on the rear of the building and will be visible from Carroll Alley and to some degree from Second Street. Staff is recommending approval. The applicant had nothing further to add and advised they were relocating their business from Warner Robins to Perry.

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

b. Downtown Lights/Lighting Discussion

Ms. Hartley advised as part of the work plan one of the goals was to improve/expand downtown lighting and would like to discuss the current lighting and future plans. Director Jones stated the current lighting is getting messy and either needs to be removed or restrung and suggested this should be done quarterly or consideration for new lighting when the planters are being installed. Ms. Hartley provided a maintenance cost estimate of \$422.50 and noted replacement strands would be \$150, and an option of \$65 hour of labor to inspect, repair and rewrap as needed. Chairman Cossart felt as the funds were available that a quarterly maintenance should be sought and asked if the DDA and/or the CVB would partner with them. Discussion ensued on adding additional locations, such as the tree on Main Street by Ghost Runner Pizza and Main Street Bar, however it was noted there was no electrical source in this location and a few others suggested to be added; Ms. Hartley will determine the suggested added locations, obtain quotes for electrical and additional contractor bids for rewiring and quarterly maintenance. Director Jones requested the hanging globes be removed; Ms. Hartley

advised she would inspect and advise.

- c. Approve July 11, 2024, minutes

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

- d. Approve July financials

Director Moore motioned to approve as submitted; 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 advised Spa Medical is locating to 1139 Macon Rd, six residential units have been pre-leased at the WCH Chalet Lofts, 1325 Washington is preleasing. The Small Area Plan staff is working with property owners and will schedule a stakeholder meeting. Placemaking updates – bike rack should be in August 2<sup>nd</sup>, call for graphic designers for the Asphalt Art has been posted, and the main street merchandise, which are the hats are in and propose selling at \$30; the board concurred. Upcoming training webinar regarding housing on September 10<sup>th</sup>.

- b. Strategic Plan Update

Ms. Hartley provided and reviewed as the six month update the 2024 workplan and the goals and progress made to date.

8. Promotion Committee Report

Ms. Hartley advised to date 41 gift cards had been issued and promotion will conclude at the end of August. Planning for Ghouls Night Out on October 24<sup>th</sup>, 12 of the 24 NBHA Horse Ducks have been found, 65 tickets have been sold for Beer, Bourbon, and BBQ and will be ordering t-shirts and registration is open for Sweets & Treats and Scarecrow Fest. Live at Five will continue with five more dates until November. Ms. Hartley asked for approval to purchase t-shirts for the Beer, Bourbon and BBQ event. Director Moore motion to approve staff to purchase 100 shirts; Director Jones seconded; all in favor and was unanimously approved.

Ms. Hartley from a recent webinar learned of The Photo Booth Company that custom builds photo booths for public or private organizations. The company covers all costs, which include booth build out, install, design, vinyl, credit card fees, sales tax, repairs, etc. and currently have placed in ten other cities in the state. The local benefit is passive revenue which is 20% of the monthly revenue. Ms. Hartley feels this is a great opportunity to enhance visitors' experience downtown, and is continued marketing for main street, and the logo or specific event logo can be changed out for the bottom of the photo strip. Ms. Hartley noted there needs to be power, so the location is dependent on that, and the unit is completely weatherproof. Ms. Hartley advised the company has no

maintenance contract and if the board concurs to pursue, she will consult with the city attorney on how to proceed; the board concurred for Ms. Hartley to proceed.

9. Update on Downtown Development Authority

10. Other

11. Adjourn: there being no further business to come before the board the meeting was adjourned at 5:20pm.

*Approved 09.05.24*