



Main Street Advisory Board

Agenda – January 2, 2025, 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
2. Guests/Speakers
3. Citizens with Input
4. Old Business
  - a. Update of 2025 Work Plan/Board Retreat
5. New Business
  - a. 2025 Chair & Vice Chair Appointments
  - b. Approve December 5, 2024 minutes
  - c. Approve November 2024 financials
  - d. 2025 Swag Items
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 - December 5, 2024

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

- a. Decorum Guidelines – were referred to

Roll: Chairman Cossart; Directors Anderson-Cook, Lay, Moore, Presswood and Walker were present. Director Jone was absent.

Staff: Alicia Hartley – Downtown Manager, Anya Turpin – Executive Director Visit Perry, Bryan Wood – Community Development Director and Christine Sewell – Recording Clerk

Guests: Mike Klug, Madison Holland, Curtis George, Dylan Wingate

2. Guests/Speakers

- a. December Bike Decals – Ms. Hartley on behalf of Ms. Terre Walker presented two holiday designs for the bike on Main Street. Director Lay motioned to approve as presented; Director Presswood seconded; all in favor and was unanimously approved. Director Moore asked if moving forward will designs be changed seasonally, Ms. Hartley advised she was not certain but would speak with Ms. Wharton as the decals are funded through the UPP.

- b. Funding for FMCA Concert on 3/12/2024 – Anya Turpin, Visit Perry

Chairman Cossart advised Council had approved the event application last month but would not pay for city services, which includes road closures and city employees time. Ms. Hartley advised this was estimated at approximately \$2000 and Ms. Turpin has tentatively discussed with her board for support, but is requesting some monetary support from Main Street. Ms. Turpin advised her board would not meet until January and the event supports the mission of Visit Perry. Chairman Cossart asked the board if they were agreeable to funding 25% of the cost; the board concurred. Director Moore motioned to expend funding of 25% of the event cost; Director Anderson-Cook seconded; all in favor and was unanimously approved.

3. Citizens with Input

- a. Old Business Certificate of Appropriateness Review – 1017 Northside Drive

Mr. Wood advised in follow up to the previous meeting the request was for additional information from the applicant with regard to relocating the structure in lieu of demolishing. Mr. Wood provided a conceptual development plan for the area. Mr. Wingate, the applicant advised the structure is not stable enough to relocate, there is substantial termite and foundation damage. Director Walker inquired on the timeline; Mr. Wingate advised it should be in approximately a year.

Director Presswood motioned to recommend approval of the application as submitted; Director Walker seconded; all in favor and was unanimously recommended for approval.

4. New Business

a. Certificate of Appropriateness Review – 1015 Northside Drive

Mr. Wood advised the applicant requests relocation of the existing building from the property to a location outside the City of Perry. The property will be stabilized following relocation. A concept plan for the redevelopment of this property and 1017 Northside Drive has been provided. Mr. Wood further noted the property consists of a Craftsman style single-family residential structure constructed ca. 1914. The building retains many of its original character-defining elements – hipped dormer, diamond-topped 6/1 front windows,  $\frac{3}{4}$  glazed door with diamond-patterned transom, square columns resting on brick piers, exposed rafter ends, double chimney shafts. The building appears to meet qualifications for designation as an historic structure. The property is zoned C-3, Central Business District, which does not allow detached single-family residential units. Mr. Wingate advised the structure will be relocated to family property in Elko.

Director Lay motioned to recommend approval of the request; Director Moore seconded; all in favor and was unanimously recommended for approval.

b. Certificate of Appropriateness Review – 1005 Carroll Street

Mr. Wood advised the applicant requests replacing the slate roofing material with architectural asphalt shingles with weathered wood coloring, matching the roof of the adjacent building on the campus. The flat-roofed portion of the building will also be replaced but will not be visible from a public way. The applicant indicates the roof leaks and patch repairs over the last two years have not helped. Mr. Klug, on behalf of the church advised replacement is needed as it has been leaking for two years.

Director Moore recused herself from discussion and vote.

Director Walker motioned to recommend approval of the application as submitted; Director Presswood seconded; all in favor and was unanimously recommended for approval.

c. Façade Grant Reimbursement – 1021 Ball Street

Director Moore motioned to approve reimbursement in the amount of \$500; Director Lay seconded; all in favor and was approved.

d. Façade Grant Reimbursement – 1139 Macon Road

Director Moore motioned to approve reimbursement in the amount of \$1000; Director Walker seconded; all in favor and was approved.

e. Approve November 7, 2024, minutes

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

f. Approve October 2024 financials



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

g. Future GEMS Designation Discussion

Ms. Hartley advised management had requested she contact GEM communities on what they do for their annual assessment and what they felt gained their community the GEM accreditation. Ms. Hartley provided the feedback received from Athens, Brunswick, Cartersville, Toccoa, Newnan, Acworth, and Thomasville.

h. Discussion of 2025 Work Plan/Board Retreat

Ms. Hartley in preparing for 2025 is suggesting a facilitated session for the work plan and board retreat with GMA (Georgia Municipal Association) and she has been in contact with Emily Davenport, who was the former downtown manager for Hahira. The retreat would provide a facilitator, conduct pre-planning meeting with director, develop survey to collect information from the board, downtown businesses, the community, and elected officials. Will prepare agenda and guide board on topic discussions and identify action items, including responsible individual(s) and timeframe. Ms. Hartley advised the result would serve as the 2025 workplan. The board concurred for Ms. Hartley to pursue.

5. Chairman Items- requested additional social media promotion for the December 12<sup>th</sup> event.

6. Downtown Manager's Report

a. Downtown Projects update

Ms. Hartley advised Spa Medical held their grand opening. All but one ticket has been sold for the holiday trolley tours. Placemaking loom project is complete; grant submitted for alleyway doors. Artisan Market on December 14<sup>th</sup>.

- i. Northside Drive Draft Plan Review – Ms. Hartley provided the draft of the Small Area Plan from the stakeholder meetings and will be presented to Council for consideration.
- ii. Annual Assessment Self-Assessment – Ms. Hartley provided the draft and reviewed each of the standards and the response and the board provided input.

Director Anderson-Cook left at 5:00pm. Director Presswood left at 5:15pm.

7. Promotion Committee Report – Ms. Hartley noted Shop Small Bingo ongoing through December 20<sup>th</sup>, shop late open house December 12<sup>th</sup>, carriage rides on December 21<sup>st</sup>, and January 11<sup>th</sup> sidewalk and warehouse sale.

8. Update on Downtown Development Authority- Chairman Cossart advised the board is continuing with development efforts.

9. Other: None

10. Adjourn : there being no further business to come before the board the meeting was adjourned at 5:39pm.

11.

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

*J. Hollander*  
*MS*

**July 1, 2024 Beginning Balance** **65,769.15**

<b>Deposits:</b>	<b>100.37.1024</b>	<b>Current</b>	<b>YTD</b>	<b>Cumulative</b>
July			5,575.00	
August			790.00	
September			950.00	
October			7,425.00	
November			1,305.00 ✓	
December				
January				
February				
March				
April				
May				
June				
<b>Total Deposits:</b>		<b>0.00</b>	<b>16,045.00 ✓</b>	<b>81,814.15</b>

<b>Expenditures:</b>	<b>100.75510</b>			
July			(1,390.00)	
August			(3,638.26)	
September			(1,460.99)	
October			(10,303.06)	
November			(11,723.38) ✓	
December				
January				
February				
March				
April				
May				
June				
<b>Total Expenditures:</b>		<b>0.00</b>	<b>(28,515.69) ✓</b>	<b>53,298.46</b>

**Reserve Balance at 11/30/2024** **53,298.46** **53,298.46**

Current Reserve:	53,298.46
Less Prior Month Reserve	63,716.84
Current Month Reserve Adjustment	<u>(10,418.38) ✓</u>

## Budget Report

For Fiscal: 2024-2025 Period Ending: 11/30/2024

		Original Total Budget	Current Total Budget	Period Activity	Fiscal Activity	Variance Favorable (Unfavorable)	Percent Remaining
<a href="#">100-00000.349219</a>	EMPLOYER CONTRIB-HEALTH	2,904,800.00	2,904,800.00	242,109.00	1,210,545.00	-1,694,255.00	58.33 %
<a href="#">100-00000.349220</a>	EMPLOYEE CONTRIB-HEALTH	355,200.00	355,200.00	31,733.40	170,920.42	-184,279.58	51.88 %
<a href="#">100-00000.349300</a>	RETURNED CHECK FEE	2,700.00	2,700.00	175.00	945.00	-1,755.00	65.00 %
<a href="#">100-00000.349903</a>	MISC SERVICES & CHARGES	2,300.00	2,300.00	0.00	66.13	-2,233.87	97.12 %
<a href="#">100-00000.349904</a>	CRIMINAL HISTORY CHECKS	42,600.00	42,600.00	8,096.00	29,257.90	-13,342.10	31.32 %
<a href="#">100-00000.349910</a>	CURB CUT/DRIVEWAY PIPE	0.00	0.00	67.00	201.00	201.00	0.00 %
CostCenter: 00000 - NON-DEPARTMENTAL Total:		6,134,200.00	6,134,200.00	460,360.90	2,457,943.72	-3,676,256.28	59.93%
RevCategory: 34 - Charges for Services Total:		6,134,200.00	6,134,200.00	460,360.90	2,457,943.72	-3,676,256.28	59.93%
RevCategory: 35 - Fines and Forfeitures							
CostCenter: 00000 - NON-DEPARTMENTAL							
<a href="#">100-00000.351170</a>	COURT AND PARKING FINES	632,400.00	632,400.00	60,694.00	245,120.20	-387,279.80	61.24 %
<a href="#">100-00000.351171</a>	COUNTY JAIL SURCHARGE	41,300.00	41,300.00	0.00	12,224.22	-29,075.78	70.40 %
CostCenter: 00000 - NON-DEPARTMENTAL Total:		673,700.00	673,700.00	60,694.00	257,344.42	-416,355.58	61.80%
RevCategory: 35 - Fines and Forfeitures Total:		673,700.00	673,700.00	60,694.00	257,344.42	-416,355.58	61.80%
RevCategory: 36 - Investment Income							
CostCenter: 00000 - NON-DEPARTMENTAL							
<a href="#">100-00000.361000</a>	INTEREST	100,000.00	100,000.00	591.67	61,757.35	-38,242.65	38.24 %
CostCenter: 00000 - NON-DEPARTMENTAL Total:		100,000.00	100,000.00	591.67	61,757.35	-38,242.65	38.24%
RevCategory: 36 - Investment Income Total:		100,000.00	100,000.00	591.67	61,757.35	-38,242.65	38.24%
RevCategory: 37 - Contributions and Donations							
CostCenter: 00000 - NON-DEPARTMENTAL							
<a href="#">100-00000.371001</a>	RECREATION DEPT DONATIONS	0.00	0.00	0.00	66.25	66.25	0.00 %
<a href="#">100-00000.371007</a>	NEW PERRY ANIMAL SHELTER BLD	0.00	0.00	30.00	150.00	150.00	0.00 %
<a href="#">100-00000.371024</a>	MAIN STREET ADVISORY DONATIO	0.00	0.00	1,305.00	16,045.00	16,045.00	0.00 %
<a href="#">100-00000.371037</a>	INTERNATIONAL FESTIVAL DONAT	0.00	0.00	0.00	500.00	500.00	0.00 %
<a href="#">100-00000.371039</a>	FARMERS MKT INCOME	2,500.00	2,500.00	565.00	2,360.00	-140.00	5.60 %
<a href="#">100-00000.371040</a>	ART IN THE PARK SPONSORSHIP	0.00	0.00	800.00	800.00	800.00	0.00 %
<a href="#">100-00000.371100</a>	CONTRIBUTIONS FOR CAPITAL PRO	0.00	0.00	0.00	271,272.75	271,272.75	0.00 %
<a href="#">100-00000.371202</a>	INDEPENDENCE DAY SPONSORSHIP	0.00	0.00	0.00	5,000.00	5,000.00	0.00 %
<a href="#">100-00000.371205</a>	TECH & ENTREPRENUER BOARD	0.00	0.00	0.00	1,792.26	1,792.26	0.00 %
CostCenter: 00000 - NON-DEPARTMENTAL Total:		2,500.00	2,500.00	2,700.00	297,986.26	295,486.26	11,819.45%
RevCategory: 37 - Contributions and Donations Total:		2,500.00	2,500.00	2,700.00	297,986.26	295,486.26	11,819.45%
RevCategory: 38 - Miscellaneous							
CostCenter: 00000 - NON-DEPARTMENTAL							
<a href="#">100-00000.381000</a>	PERRY EVENTS CENTER RENTAL	73,400.00	73,400.00	9,264.00	32,627.00	-40,773.00	55.55 %
<a href="#">100-00000.381001</a>	CELL ANTENNA RENTAL FEE	37,100.00	37,100.00	0.00	0.00	-37,100.00	100.00 %
<a href="#">100-00000.381003</a>	BILLBOARD RENTAL INCOME	0.00	0.00	0.00	4,200.00	4,200.00	0.00 %
<a href="#">100-00000.381011</a>	HERITAGE OAKS RENTALS	0.00	0.00	1,587.00	1,587.00	1,587.00	0.00 %
<a href="#">100-00000.383000</a>	REIMBURSE FOR DAMAGE PROP	0.00	0.00	32,497.25	32,497.25	32,497.25	0.00 %
<a href="#">100-00000.389000</a>	OTHER REVENUES	0.00	0.00	2,400.00	7,645.00	7,645.00	0.00 %
<a href="#">100-00000.389001</a>	PD COPIES/REPORTS	0.00	0.00	586.75	1,097.78	1,097.78	0.00 %
<a href="#">100-00000.389010</a>	P-CARD REBATE	4,000.00	4,000.00	0.00	4,237.03	237.03	105.93 %
<a href="#">100-00000.389012</a>	WEX TAX/BILL ADJUSTMENT	0.00	0.00	0.00	502.79	502.79	0.00 %
<a href="#">100-00000.389013</a>	MGAG PERFORMANCE ADJUST	210,900.00	210,900.00	0.00	0.00	-210,900.00	100.00 %
<a href="#">100-00000.389022</a>	SR CTR UTILITIES REVENUE	4,300.00	4,300.00	382.97	2,643.97	-1,656.03	38.51 %
<a href="#">100-00000.389026</a>	TAX SALE EXCESS FUNDS	0.00	0.00	0.00	-3,202.31	-3,202.31	0.00 %
<a href="#">100-00000.389028</a>	SCHOOL CROSSING GUARD	53,200.00	53,200.00	2,391.73	8,131.00	-45,069.00	84.72 %
<a href="#">100-00000.389029</a>	SWAG ITEMS	0.00	0.00	0.00	20.00	20.00	0.00 %
<a href="#">100-00000.389030</a>	PACVB - OPERATING REIMB	500,300.00	500,300.00	114,645.61	169,168.61	-331,131.39	66.19 %
CostCenter: 00000 - NON-DEPARTMENTAL Total:		883,200.00	883,200.00	163,755.31	261,155.12	-622,044.88	70.43%
RevCategory: 38 - Miscellaneous Total:		883,200.00	883,200.00	163,755.31	261,155.12	-622,044.88	70.43%
RevCategory: 39 - Other Financing Sources							
CostCenter: 00000 - NON-DEPARTMENTAL							
<a href="#">100-00000.391112</a>	TRANS IN STORMWATER/PPFA DS	84,700.00	84,700.00	0.00	0.00	-84,700.00	100.00 %
<a href="#">100-00000.391117</a>	TRANSFER IN - PPFA	0.00	0.00	0.00	329.23	329.23	0.00 %

## Budget Report

For Fiscal: 2024-2025 Period Ending: 11/30/2024

		Original Total Budget	Current Total Budget	Period Activity	Fiscal Activity	Variance Favorable (Unfavorable)	Percent Remaining
<a href="#">100-75460.523930</a>	TRADE SHOWS	10,000.00	10,000.00	16.00	16.00	9,984.00	99.84 %
<a href="#">100-75460.531104</a>	PROMOTIONAL/SWAG ITEM	10,000.00	10,000.00	820.80	2,967.11	7,032.89	70.33 %
CostCenter: 75460 - TOURISM PROMOTION Total:		97,000.00	97,000.00	884.80	37,041.75	59,958.25	61.81%
CostCenter: 75500 - DOWNTOWN DEV AUTHORITY							
<a href="#">100-75500.577000</a>	APPROPRIATIONS	6,200.00	6,200.00	517.00	2,585.00	3,615.00	58.31 %
CostCenter: 75500 - DOWNTOWN DEV AUTHORITY Total:		6,200.00	6,200.00	517.00	2,585.00	3,615.00	58.31%
CostCenter: 75510 - MAIN ST ADVISORY BD REST							
<a href="#">100-75510.521312</a>	ARTIST FEES	0.00	0.00	450.00	3,050.00	-3,050.00	0.00 %
<a href="#">100-75510.522300</a>	RENTALS	0.00	0.00	107.00	1,393.00	-1,393.00	0.00 %
<a href="#">100-75510.523300</a>	ADVERTISING	0.00	0.00	38.00	38.00	-38.00	0.00 %
<a href="#">100-75510.523850</a>	CONTRACT LABOR	0.00	0.00	900.00	1,400.00	-1,400.00	0.00 %
<a href="#">100-75510.523851</a>	SECURITY SERVICES	0.00	0.00	630.00	1,540.00	-1,540.00	0.00 %
<a href="#">100-75510.531100</a>	OPERATING SUPPLIES	0.00	0.00	1,098.38	10,544.94	-10,544.94	0.00 %
<a href="#">100-75510.531600</a>	INVENTORY EQUIPMENT	0.00	0.00	8,500.00	8,500.00	-8,500.00	0.00 %
<a href="#">100-75510.531660</a>	AWARDS	0.00	0.00	0.00	2,049.75	-2,049.75	0.00 %
CostCenter: 75510 - MAIN ST ADVISORY BD REST Total:		0.00	0.00	11,723.38	28,515.69	-28,515.69	0.00%
CostCenter: 75511 - MAIN ST ADVISORY BD-CITY							
<a href="#">100-75511.523701</a>	MANDATORY TRAINING	300.00	300.00	0.00	0.00	300.00	100.00 %
<a href="#">100-75511.523702</a>	VOLUNTARY TRAINING	300.00	300.00	0.00	0.00	300.00	100.00 %
<a href="#">100-75511.573001</a>	FACADE GRANT	8,000.00	8,000.00	0.00	0.00	8,000.00	100.00 %
CostCenter: 75511 - MAIN ST ADVISORY BD-CITY Total:		8,600.00	8,600.00	0.00	0.00	8,600.00	100.00%
CostCenter: 75512 - FARMERS MARKET							
<a href="#">100-75512.522300</a>	RENTALS	2,500.00	2,500.00	0.00	107.00	2,393.00	95.72 %
CostCenter: 75512 - FARMERS MARKET Total:		2,500.00	2,500.00	0.00	107.00	2,393.00	95.72%
CostCenter: 75630 - PERRY-HO CO AIRPORT AUTH							
<a href="#">100-75630.577000</a>	APPROPRIATIONS	44,600.00	44,600.00	3,717.00	18,585.00	26,015.00	58.33 %
CostCenter: 75630 - PERRY-HO CO AIRPORT AUTH Total:		44,600.00	44,600.00	3,717.00	18,585.00	26,015.00	58.33%
CostCenter: 77030 - DEPT OF ADMINISTRATION							
<a href="#">100-77030.542200</a>	VEHICLES	0.00	0.00	0.00	37,439.00	-37,439.00	0.00 %
CostCenter: 77030 - DEPT OF ADMINISTRATION Total:		0.00	0.00	0.00	37,439.00	-37,439.00	0.00%
CostCenter: 77050 - FIRE DEPT CAPITAL							
<a href="#">100-77050.542200</a>	VEHICLES	143,000.00	143,000.00	0.00	386.53	142,613.47	99.73 %
CostCenter: 77050 - FIRE DEPT CAPITAL Total:		143,000.00	143,000.00	0.00	386.53	142,613.47	99.73%
CostCenter: 77060 - POLICE DEPT CAPITAL							
<a href="#">100-77060.542200</a>	VEHICLES	565,000.00	565,000.00	48,314.00	289,884.00	275,116.00	48.69 %
CostCenter: 77060 - POLICE DEPT CAPITAL Total:		565,000.00	565,000.00	48,314.00	289,884.00	275,116.00	48.69%
CostCenter: 77070 - PUBLIC WORKS CAPITAL							
<a href="#">100-77070.542200</a>	VEHICLES	105,000.00	105,000.00	43,718.29	43,718.29	61,281.71	58.36 %
<a href="#">100-77070.542500</a>	EQUIPMENT	178,000.00	178,000.00	0.00	38,500.00	139,500.00	78.37 %
CostCenter: 77070 - PUBLIC WORKS CAPITAL Total:		283,000.00	283,000.00	43,718.29	82,218.29	200,781.71	70.95%
CostCenter: 77130 - CITY MANAGER CAPITAL							
<a href="#">100-77130.542200</a>	VEHICLES	40,000.00	40,000.00	0.00	0.00	40,000.00	100.00 %
CostCenter: 77130 - CITY MANAGER CAPITAL Total:		40,000.00	40,000.00	0.00	0.00	40,000.00	100.00%
CostCenter: 77250 - ANIMAL CONTROL FACILITY							
<a href="#">100-77250.541400</a>	INFRASTRUCTURE	0.00	0.00	13,652.48	13,652.48	-13,652.48	0.00 %
CostCenter: 77250 - ANIMAL CONTROL FACILITY Total:		0.00	0.00	13,652.48	13,652.48	-13,652.48	0.00%
CostCenter: 81500 - ADMINSTRATIVE DEBT SERV							
<a href="#">100-81500.581200</a>	CAPITAL LEASE PRINCIPAL	10,400.00	10,400.00	2,586.73	5,145.50	5,254.50	50.52 %
<a href="#">100-81500.582200</a>	CAPITAL LEASE INTEREST	800.00	800.00	204.45	436.86	363.14	45.39 %
CostCenter: 81500 - ADMINSTRATIVE DEBT SERV Total:		11,200.00	11,200.00	2,791.18	5,582.36	5,617.64	50.16%
CostCenter: 81504 - PERRY PUBLIC FAC AUTH							
<a href="#">100-81504.581300</a>	LOAN PRINCIPAL	615,000.00	615,000.00	0.00	0.00	615,000.00	100.00 %
<a href="#">100-81504.582300</a>	LOAN INTEREST	1,128,000.00	1,128,000.00	0.00	551,575.42	576,424.58	51.10 %
CostCenter: 81504 - PERRY PUBLIC FAC AUTH Total:		1,743,000.00	1,743,000.00	0.00	551,575.42	1,191,424.58	68.35%