

Main Street Advisory Board  
Agenda – February 6, 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
5. New Business
  - a. Certificate of Appropriateness Review – 1004 Northside Drive
  - b. Certificate of Appropriateness Review – 1002 Carroll Street
  - c. Façade Grant Reimbursement Request – 815 Carroll Street
  - d. Approve January 2, 2025 minutes
  - e. Approve December 2024 financials
  - f. End of Year Placer AI reports
  - g. Downtown Planters Review & Discussion
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**



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## STAFF REPORT

February 3, 2025

**CASE NUMBER:** COA-0004-2025  
**APPLICANT:** WCH Development LLC  
**REQUEST:** Demolish existing building  
**LOCATION:** 1004 Northside Drive; Parcel No. 0P0020 13A000

**APPLICANT'S REQUEST:** The applicant requests demolition of the existing building on the subject property. The property will be stabilized following demolition. The applicant anticipates submitting a redevelopment plan in approximately one year for the Board's consideration.

**STAFF COMMENTS:** The property consists of a brick, detached single-family residential building which was constructed circa 1946. Several additions have been made to the house over the years. The building does not appear to have historical significance. The property is zoned C-3, Central Business District, which allows a mix of commercial, service and residential uses, but not detached single-family residences. A certificate of appropriateness application must be filed and approved by the Board before permits for redevelopment of the property are issued.

**STAFF RECOMMENDATION:** Staff recommend approval of the application.

### APPLICABLE ORDINANCE SECTION:

#### 6-6.3. Design Standards for the Downtown Development District.

- (A) *Intent.* The intent of this section is to encourage and maintain the viability and visual compatibility of structures and sites in the Downtown Development Overlay District.
- (B) *Applicability.* New construction and exterior modification of buildings and sites in the downtown development overlay district must obtain a certificate of appropriateness prior to starting such work. In addition to other design guidelines adopted by the Main Street Advisory Board, new construction and existing buildings, structures, and sites which are altered, reconstructed, or moved shall be consistent with the architectural styles of commercial buildings constructed prior to 1950 in the downtown development overlay district and the standards of this section.
- (C) *Exemptions.* Nothing in the section shall be construed to prevent the ordinary maintenance or repair of any exterior architectural feature of structures located in the Downtown Development Overlay District when the repair does not involve a change in design, material, or outer appearance of the structure. Certificates of appropriateness are not required for alterations to the interior of a building or changes in the use of a building, although other permits may be required.
- (D) *Sign standards.* All signs shall require a Certificate of Appropriateness issued by the administrator prior to issuing a sign permit. The administrator may exempt signs which comply with the provisions of Section 6-9.12(C).
- (E) *Site design standards.*
  - (1) Orientation and setback. The orientation and setback of a building shall be consistent with adjacent buildings.
  - (2) Spacing of buildings. The relationship of a building to open space between it and the adjoining buildings shall be visually compatible to the buildings and open spaces to which it is visually related.
  - (3) Parking. Parking should be located to the side or rear of a building. When a parking lot must be located adjacent to a public right-of-way, a wall and/or landscape buffer should separate the parking lot from the right-of-way.
  - (4) Courtyards and outdoor spaces. Walls, wrought iron fences, evergreen landscape buffers, and/or building facades shall form cohesive walls of enclosure along a street.

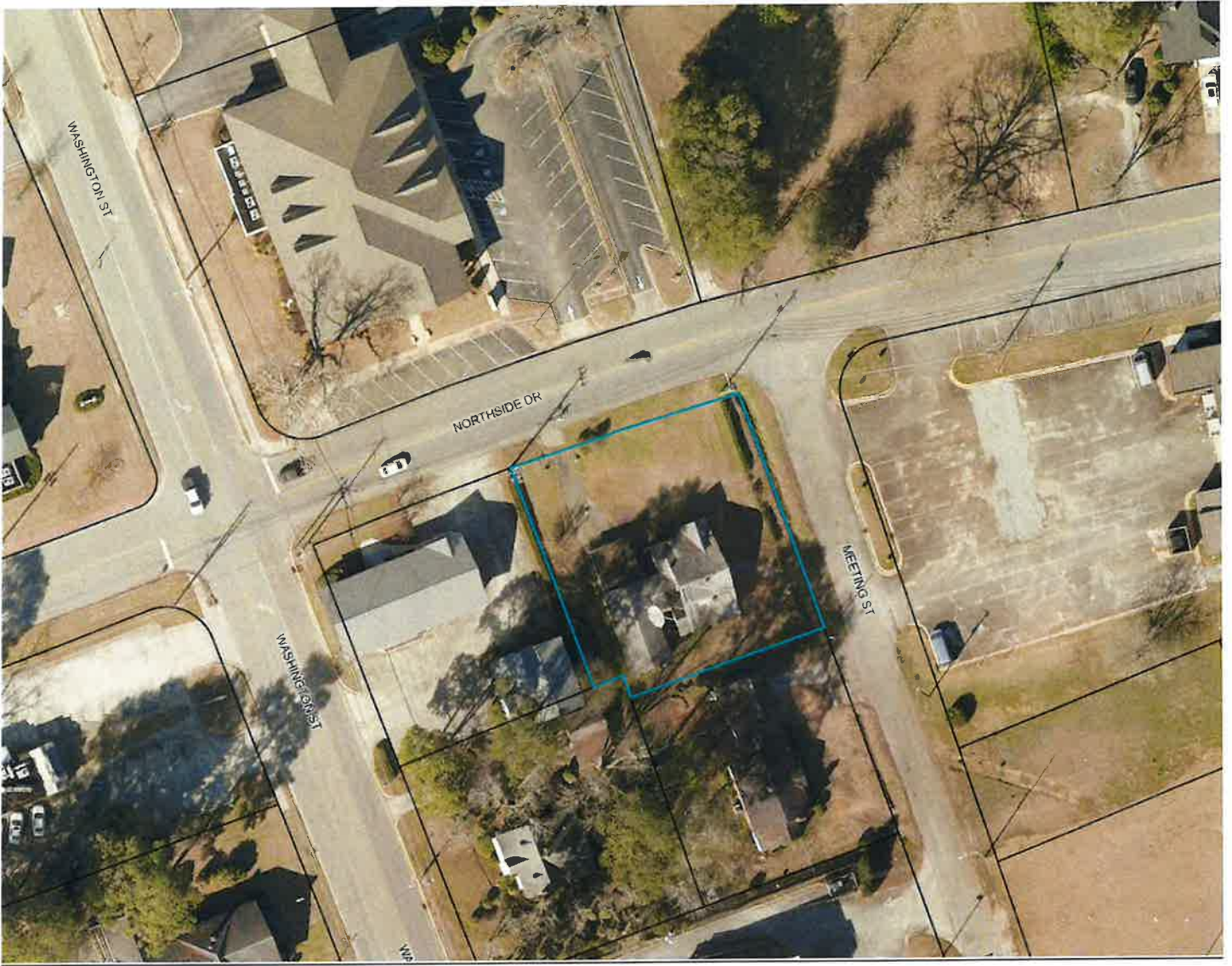
(F) *Building design standards.*

- (1) *Height.* The height of the proposed building shall be visually compatible with adjacent buildings.
- (2) *Proportion of Building from Facade.* The relationship of the width of building to the height of the front elevation shall be visually compatible with buildings to which it is visually related.
- (3) *Scale of a Building.* The size of a building, the building mass of a building in relation to open spaces, the windows, door openings, porches and balconies shall be visually compatible with the buildings to which it is visually related.
- (4) *Proportion of Openings within the Facility.* The relationship of the width of the windows in a building to the height of the windows shall be visually compatible with buildings to which it is visually related.
- (5) *Rhythm of Solids to Voids in Front Facades.* The relationship of solids to voids in the front facade of a building shall be visually compatible with buildings to which it is visually related.
- (6) *Rhythm of Entrance and/or Porch Projection.* The relationship of entrances and porch projections to the sidewalks of a building shall be visually compatible to the buildings to which it is visually related.
- (7) *Relationship of Materials; Texture and Color.* The relationship of the materials, texture, and color of the facade of a building shall be visually compatible with the predominant materials in the buildings to which it is visually related. Brick or mortared stone shall be the predominant materials on new construction.
- (8) *Roof Shapes.* The roof shape of a building shall be visually compatible with the buildings to which it is visually related.
- (9) *Colors:* Colors should be in keeping with color palettes currently in use, or of historical significance to the City of Perry. The Community Development Department may suggest or make available certain color palettes, which are not required to have a Certificate of Appropriateness.

(G) *Temporary structures.* Temporary structures are permitted for construction projects or catastrophic losses. These structures require approval by the administrator, subject to section 4-5.









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## Application for Certificate of Appropriateness Main Street Advisory Board

Contact Community Development (478) 988-2720

Application # COA  
#0004-  
2025

\*Indicates Required Field

	Applicant	Property Owner
*Name	WGH DEVELOPMENT	WGH DEVELOPMENT
*Title	owner	owner
*Address	1004 Northside Dr	1004 Northside Dr
*Phone	478-322-0028	478-322-0028
*Email	invoices@pd-group	invoices@pd-group

\*Property Address 1004 Northside Dr. Perry, GA 31069

Project:  
New Building \_\_\_\_\_ Addition \_\_\_\_\_ Alteration \_\_\_\_\_ Demolition ☒ Relocation \_\_\_\_\_

\*Please describe the proposed modification:


to have the ability to use the property for highest and best use and to tear down a structure to improve public safety.

### Instructions

1. A Certificate of Appropriateness is required for any exterior modification of a property located in the Downtown Development Overlay District.
2. Applications, with the exception of signs, are reviewed by the Main Street Advisory Board, which makes a recommendation to the administrator for action on the Certificate of Appropriateness.
3. The application may be submitted to the Community Development office or online.
4. The applicant must respond to the "standards" for the granting of a certificate of appropriateness in Section 2-3.8 of the Land Management Ordinance.
5. \*The following drawings and other documents must be submitted with the application, depending on the extent of the proposal:
  - \_\_\_\_\_ Site plan depicting building(s) footprint, parking, landscaping, and other site improvements,
  - \_\_\_\_\_ Detailed drawing(s) or sketch(s) showing the views of all building facades facing public streets and building features, such as recessed doors or dormers, and sizes,
  - \_\_\_\_\_ Detailed drawing(s) or sketch(s) depicting size, location, and colors of signage,
  - \_\_\_\_\_ Sample(s) for all proposed wall and trim paint colors,
  - \_\_\_\_\_ Sample(s) or photo(s) of proposed awning/canopy materials and color,
  - \_\_\_\_\_ Photo(s) of proposed doors, windows, lights, or other features that will be added to the building,
  - \_\_\_\_\_ Photo(s) or sample of proposed roofing materials and color if roof will be visible,
  - \_\_\_\_\_ Photo(s) or sample of brick, stone, tile, mortar, or other exterior construction materials that will be added to the building, and
  - \_\_\_\_\_ Other information that helps explain details of the proposal.



6. A complete application and all plans, drawings, cut sheets, and other information which adequately describes the proposed project must be submitted at least 10 days prior to a meeting of the Main Street Advisory Board, to allow adequate time for staff to review and prepare a report. The Main Street Advisory Board meets on the 1st Thursday of each month at 5:00pm at the Community Development office, 741 Main Street.
7. Please read carefully: The applicant and property owner affirm that all information submitted with this application; including any/all supplemental information is true and correct to the best of their knowledge and they have provided full disclosure of the relevant facts.
8. Signatures:

*Applicant		*Date	7/6/15
*Property Owner/Authorized Agent		*Date	7/6/15

### Maintenance and Repair

Nothing in the Land Management Ordinance shall be construed to prevent the ordinary maintenance or repair of any exterior architectural feature of structures located the Downtown Development Overlay District when the repair does not involve a change in design, material, color, or outer appearance of the structure. Certificates of appropriateness are not required for alterations to the interior of a building or alterations to the use of a building (although other permits may be required).

### Notices

There is no fee for review of a Certificate of Appropriateness (COA) application. However, a fee of \$238.00 will be charged for work started without an approved Certificate of Appropriateness.

Approval of a certificate of appropriateness does not waive any required permits, inspections, or fees required by the Community Development Department. Structural changes to a building require a building permit from the Community Development Department.

Decisions of the administrator may be appealed to the Planning Commission.

The Certificate of Appropriateness is valid for 6 months (180 days) from the date of approval by the administrator. If work is not completed within that timeframe, the applicant must renew the COA. A COA associated with a permit remains valid for the life of the permit.

Estimated valuation of proposed modification:





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## STAFF REPORT

February 3, 2025

**CASE NUMBER:** COA-0014-2025  
**APPLICANT:** Michael Klug for Perry Methodist Church  
**REQUEST:** Replace windows  
**LOCATION:** 1002 Carroll Street; Parcel No. 0P0020 006000

**APPLICANT'S REQUEST:** The applicant proposes to replace most of the existing single-hung, single-pane, divided light wood windows with double hung, double-pane vinyl windows with simulated divided light grid. The replacements are proposed on the sanctuary building, not including the stained-glass windows in the actual sanctuary.

**STAFF COMMENTS:** Bryan Wood met with Mr. Klug and a representative of the Church's building committee in early December 2024 regarding this proposal. The Perry Methodist Church is listed as a contributing structure in the proposed Downtown Historic District. The windows are a character-defining element of the building. Wood provided Mr. Klug a list of window restoration companies in the area and asked that the church consider restoration of the windows, or replacing them with wood, true divided light windows. As a last resort, he suggested that vinyl windows with simulated divided light windows would be better than grills-between-the-glass vinyl windows to maintain visual aspect of the existing windows.

Some windows in the building were previously replaced with vinyl windows with grills between the glass.

The applicant indicates that he was unable to find contractors to repair the windows in a timely manner – they have a one-year waiting period before they can actually assess the project. He also indicated that he was unable to find a source for true divided light wood replacement windows, but the cost for this type of window would be approximately \$33,000 without installation, resulting in a total cost of 3-4 times the cost of vinyl replacements. The applicant indicates the total cost to replace windows with simulated divided light vinyl windows is \$21,000.

The design guideline for windows suggests repair first, then replacement in kind if windows are beyond repair. Replacing with vinyl windows is not appropriate based on the design guideline.

While MSAB does not administer the historic preservation ordinance and is not the Historic Preservation Commission referenced in the ordinance, the historic preservation ordinance provides for "Undue Hardship" which states:

"When, by reason of unusual circumstances, the strict application of any provisions of this ordinance would result in exceptional practical difficulty or undue hardship upon any owner of a specific property, the Preservation Commission, in passing on applications, shall have the power to vary or modify strict adherence to the provisions or to interpret the meaning of the provision so as to relieve such difficulty or hardship; provided such variances, modifications or interpretations shall remain in harmony with the general purpose and intent of said provisions, so that the architectural or historic integrity, or character of the property, shall be conserved and substantial justice done. In granting variances, the commission may impose such reasonable and additional stipulations and conditions as will, in its judgment, best fulfill the purpose of this ordinance. An undue hardship shall not be a situation of the owner's or occupant's own making."

**STAFF RECOMMENDATION:** Due to the unavailability of window repair contractors and the costs associated with wood replacement windows, Staff recommend approval of the application as an undue hardship, with the following conditions:

1. The replacement windows shall be the same size as the existing windows and the simulated divided light grids shall match the existing window grids.
2. If physically possible given the window construction, add the simulated divided light grids to the existing vinyl windows for visual consistency of all windows on the building.

**APPLICABLE DESIGN GUIDELINES ATTACHED:** Commercial Rehabilitation – Windows

**APPLICABLE ORDINANCE SECTION:**

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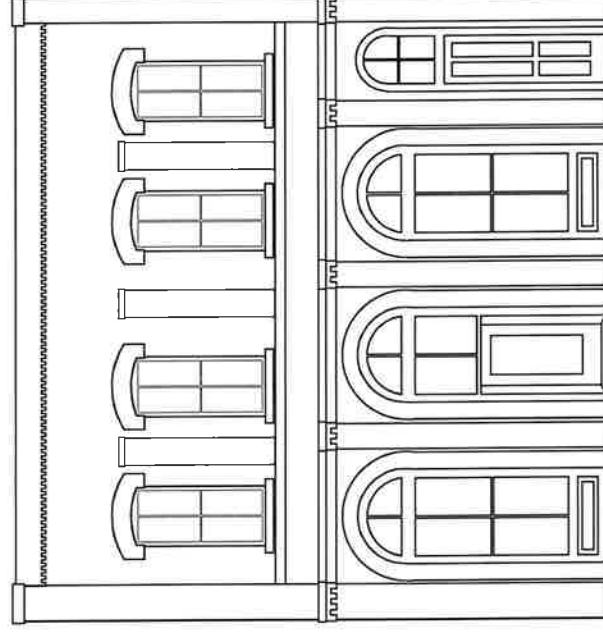
# 18 REHABILITATION WINDOWS

## GOAL:

The primary goal is to maintain the historic windows, their design, and their placement.

Actions to achieve the goal:

- ▶ Maintain and preserve historic windows.
- ▶ Repair damaged portions of historic windows rather than replacing them in total.
- ▶ Historic windows damaged beyond repair should be replaced with windows of matching materials, design, pane configuration, and muntin profile. Aluminum clad wood windows may be allowed on upper story windows, but not windows of vinyl or aluminum construction.
- ▶ Maintain the historic window configuration and dimensions.
- ▶ New windows on side and rear elevations should relate to historic windows in the following ways:
  - a) use matching materials,
  - b) be of matching or similar size, and
  - c) use matching or similar design.
- ▶ Storm windows must match the color of the window frame and obscure the window as little as possible.



**Windows** refers to glazed openings in the exterior walls of the building. (see also *Storefronts*, p. 30)

### Glossary terms:

#### **Beyond repair.**

When such a large portion of an element is damaged that repair becomes infeasible, generally, but not specifically, more than 50%.

#### **Double hung window.**

A window having two sashes, one sliding vertically over the other.

#### **Fenestration.**

The arrangement of window openings in a building.

#### **Lintel.**

A horizontal beam over a door or window which carries the weight of the wall above; usually made of stone or wood.

#### **Muntin.**

A secondary framing member to divide and hold the panes of glass in a window.

#### **Sash.**

The portion of a window that holds the glass and which moves.

#### **Sill.**

The horizontal member located at the top of a foundation supporting the structure above; also the horizontal member at the bottom of a window or door.

#### **Solid-to-void.**

The total area of wall in comparison to the total area of openings on an elevation.

- more terms found in the *Glossary*, p. 42

### *Changes requiring a COA Examples:*

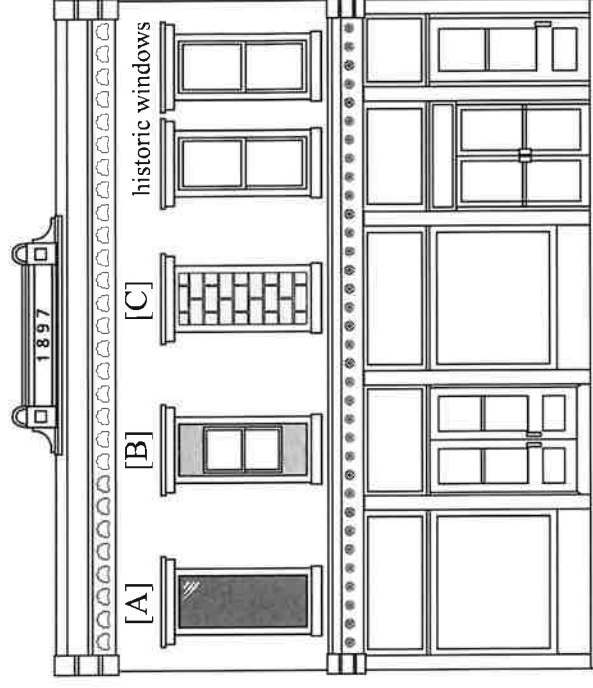
- \* Removing and replacing windows.
- \* Filling in existing window openings.
- \* Adding new window opening.
- \* Adding new storm windows and screens.

### *Changes not requiring a COA Examples:*

- \* Replacing broken window glass.
- \* Repairing damaged portions of existing sashes.
- \* Weather-stripping, caulking, painting and other general maintenance.
- \* Adding clear UV coating.

### *Common Mistakes*

- ▶ *Replacing viable but (deteriorated) historic windows with new windows, even similar looking windows.*
- ▶ *Replacing windows with flat muntins with no profile.*
- ▶ *Replacing windows with tinted glass, single panes, or smaller windows. [A]*
- ▶ *Reducing the size of windows. [B]*
- ▶ *Infilling windows. [C]*
- ▶ *Adding storm windows which obscure the historic window.*







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CoA-0014-

Application # 2025

## Application for Certificate of Appropriateness Main Street Advisory Board

Contact Community Development (478) 988-2720

**\*Indicates Required Field**

	Applicant	Property Owner
*Name	Michael Klug	Perry Methodist Church
*Title	Facility Superintendent	
*Address	1001 Carroll St	1002 Carroll St
*Phone	478-335-2141	478-987-1852
*Email	Mike@perrymethodist.com	church@perrymethodist.com

\*Property Address 1002 Carroll St

Project:

New Building \_\_\_\_\_ Addition \_\_\_\_\_ Alteration ☒ Demolition \_\_\_\_\_ Relocation \_\_\_\_\_

*repair*

**\*Please describe the proposed modification:**


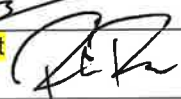
Replace existing single-hung, single-pane, divided light, wood windows with double-hung, double-pane, vinyl windows with simulated-divided-light grid. Existing windows are broken and rotted beyond repair. Replacement wood windows are 3X cost of new vinyl windows and exceed church resources to complete. Degraded windows endanger wall structure due to water infiltration and need to be replaced as soon as possible.

*digital copies of photos available if needed -*

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4. The applicant must respond to the "standards" for the granting of a certificate of appropriateness in Section 2-3.8 of the Land Management Ordinance.
5. **\*The following drawings and other documents must be submitted with the application, depending on the extent of the proposal:**
  - ☒ Site plan depicting building(s) footprint, parking, landscaping, and other site improvements,
  - ☒ Detailed drawing(s) or sketch(s) showing the views of all building facades facing public streets and building features, such as recessed doors or dormers, and sizes,
  - ☐ Detailed drawing(s) or sketch(s) depicting size, location, and colors of signage,
  - ☐ Sample(s) for all proposed wall and trim paint colors,
  - ☐ Sample(s) or photo(s) of proposed awning/canopy materials and color,
  - ☒ Photo(s) of proposed doors, windows, lights, or other features that will be added to the building,
  - ☐ Photo(s) or sample of proposed roofing materials and color if roof will be visible,
  - ☐ Photo(s) or sample of brick, stone, tile, mortar, or other exterior construction materials that will be added to the building, and
  - ☐ Other information that helps explain details of the proposal.

6. A complete application and all plans, drawings, cut sheets, and other information which adequately describes the proposed project must be submitted at least 10 days prior to a meeting of the Main Street Advisory Board, to allow adequate time for staff to review and prepare a report. The Main Street Advisory Board meets on the 1st Thursday of each month at 5:00pm at the Community Development office, 741 Main Street.
7. Please read carefully: The applicant and property owner affirm that all information submitted with this application; including any/all supplemental information is true and correct to the best of their knowledge and they have provided full disclosure of the relevant facts.
8. Signatures:

*Applicant 	*Date 1/24/25
*Property Owner/Authorized Agent 	*Date 1/24/25

### Maintenance and Repair

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### Notices

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Decisions of the administrator may be appealed to the Planning Commission.

The Certificate of Appropriateness is valid for 6 months (180 days) from the date of approval by the administrator. If work is not completed within that timeframe, the applicant must renew the COA. A COA associated with a permit remains valid for the life of the permit.

Estimated valuation of proposed modification: \$ 20,000 <sup>00</sup>

## Mike Klug

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**From:** Mike Klug  
**Sent:** Friday, January 17, 2025 9:32 AM  
**To:** Bryan Wood  
**Cc:** Alicia Hartley; Trustees PerryMethodist  
**Subject:** RE: Perry Methodist Church - Window Project

Sir –

Good morning and Happy New Year. Hope 2025 is finding you well.

Since our discussion in early December about the window replacement project in our sanctuary building I have contacted several suppliers and contractors regarding potential to repair existing windows or source replacement divided light wood windows.

- Have been unable to find any contractors willing to undertake repair of the existing windows. Firms that specialize in restoration of historic facilities have a minimum one-year waiting list before they can even come out to assess the project.
- Have been unable to find a source for true divided light wood windows, but have located sources for windows with wood frame and simulated divided light exterior grids. Price for these windows is \$33,000 (without installation) – resulting in a total cost around 3 or 4 times the total cost of new vinyl windows.
- Have confirmed that vinyl replacement windows can be fitted with a simulated divided light (SDL) exterior grid to closely resemble the existing wood windows.

Given the difference in initial cost, the long term cost associated with maintenance of wood windows frames, and the expectation that any window (vinyl or wood) will be fitted with a SDL exterior grid, our desire is to continue with acquisition of vinyl replacement windows (fitted with a simulated divided light exterior grid). Expectation is that such windows will be very similar to those present on the storefront at 925 Carroll St. – with the exception that they will be double-hung windows versus storefront windows.

Request your thoughts and feed-back on this approach before we submit a COA application for consideration. If needed / desired we can likely get a window vendor to make a presentation of the board – if you think it will help.

Sincerely appreciate your working with us on this initiative so we can find a solution that is both acceptable for the city and affordable for the church. Thank you!

Mike Klug  
Facility Superintendent  
Perry Methodist Church  
(478) 987-1852

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**From:** Mike Klug  
**Sent:** Tuesday, December 3, 2024 2:42 PM  
**To:** 'Bryan Wood' <bryan.wood@perry-ga.gov>  
**Cc:** Alicia Hartley <alicia.hartley@perry-ga.gov>  
**Subject:** RE: Perry Methodist Church - Window Project



# Perry Methodist Church

Sanctuary South View



COA Application, 24 Jan 25, for replacement of failed wood windows



# Perry Methodist Church

Sanctuary South View



COA Application, 24 Jan 25, for replacement of failed wood windows



# Perry Methodist Church

Sanctuary North View - East Wing



COA Application, 24 Jan 25, for replacement of failed wood windows



# Perry Methodist Church

Detail view of failed windows (typical)



COA Application, 24 Jan 25, for replacement of failed wood windows

# Perry Methodist Church

Proposed new windows with simulated-divided-light grid (example)

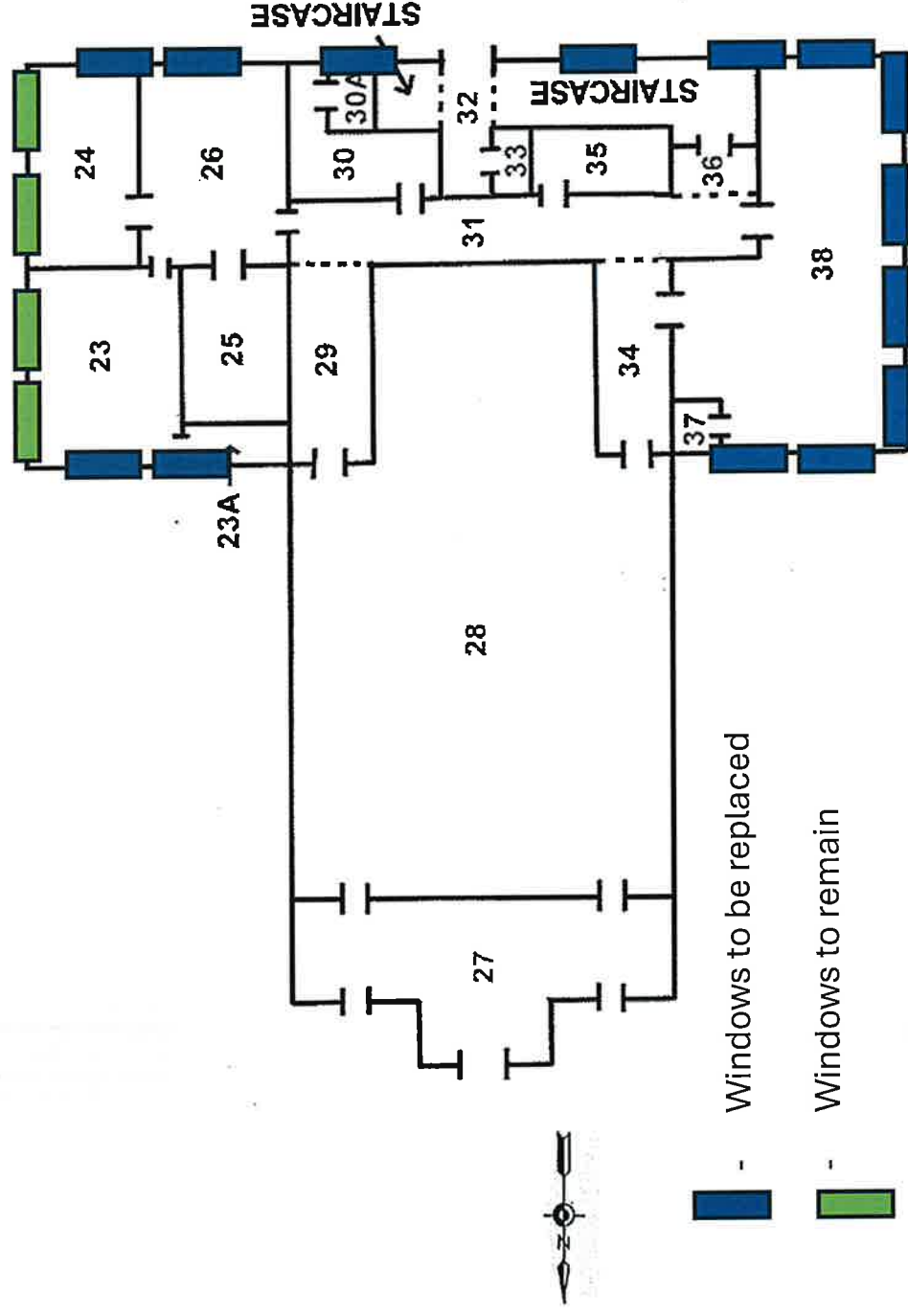


Replacement window grid patten will match existing

COA Application, 24 Jan 25, for replacement of failed wood windows

# Perry Methodist Church

## Sanctuary Main Floor

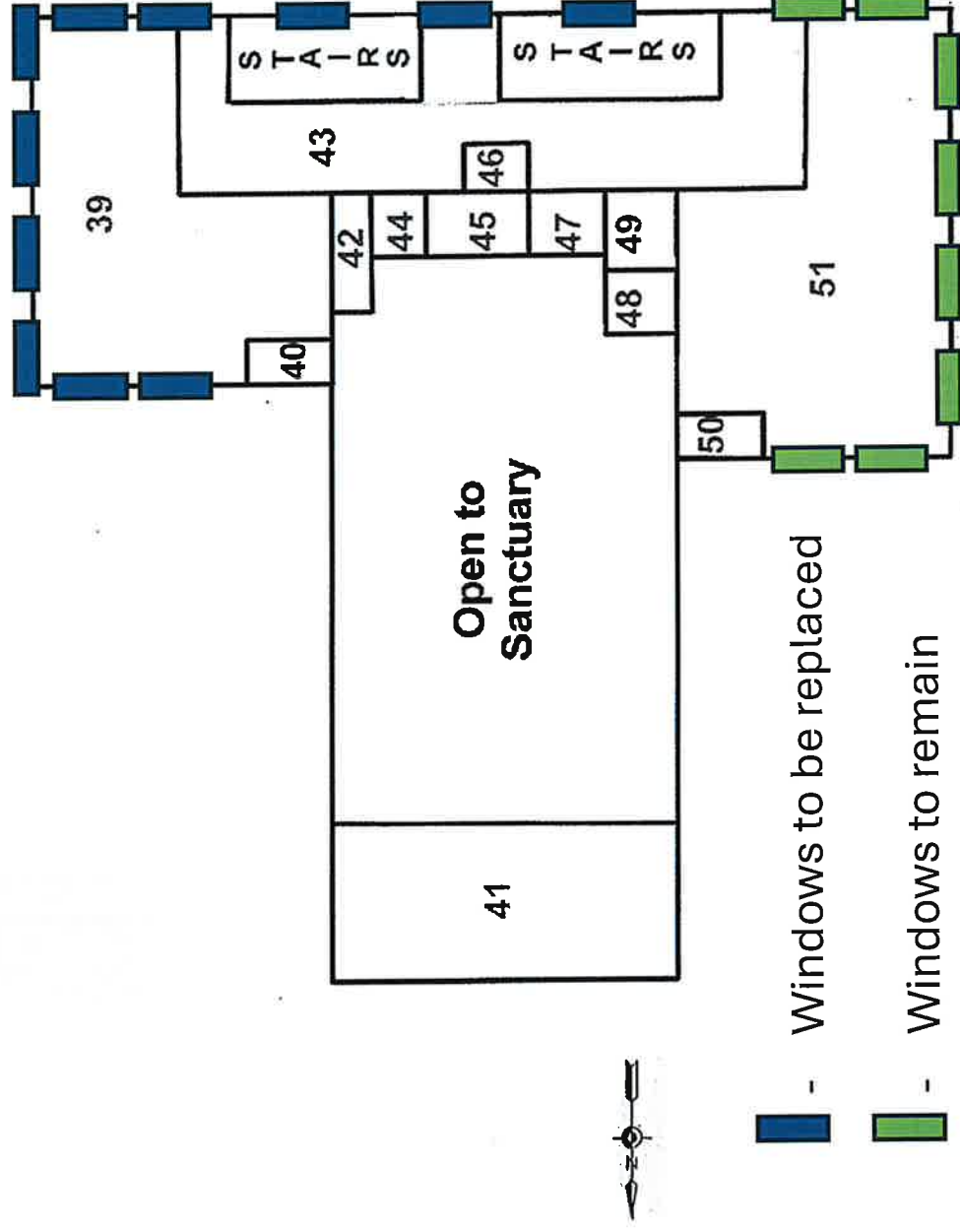


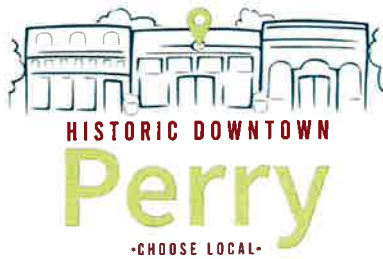
COA Application, 24 Jan 25, for replacement of failed wood windows



# Perry Methodist Church

## Sanctuary Second Floor





**Perry Main Street Advisory Board**  
**Downtown Development District Façade Grant Program Payment Request**

Date: 8.22.2024 (Please, print your information and use blue or black ink.)

Name of Applicant: Kelly M. Gordon

Name of Business: Massey Gordon Design LLC

Business Physical Address: 815 Carroll Street Perry, GA 31069

Applicant's Mailing Address: 1019 Ball Street Perry, GA 31069

Phone Number(s): 843.819.0888

Email Address: kelly@masseygordon.com

Web Address: masseygordon.com

Project Start Date: 9.6.2024 Project Completion Date: 2.3.2025

Completed Project Total Cost: \$ 8,500.00

Grant Amount Payment Requested: \$ 2,500.00

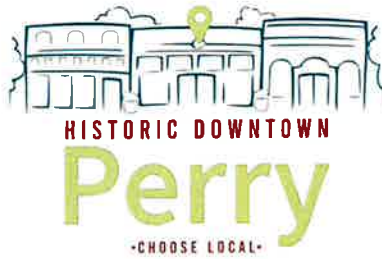
**Attach photos of completed work (required).**

**A completed W-9 for you/your business is required with the application; payment cannot be issued without the W-9.**

As a condition of receipt of the grant funds, I agree to maintain the grant-funded project improvements and the Perry Main Street Advisory Board's investment.

Name of Applicant: Kelly M. Gordon

Signature of Applicant: 



**Perry Main Street Advisory Board**  
**Downtown Development District Façade Grant Program Application**

Date: 8.22.2024 (Please, print your information and use blue or black ink.)

Name of Applicant: Kelly M. Gordon

Property Owner: Kelly M. Gordon

Name of Business: Massey Gordon Design LLC

Business Physical Address: 815 Carroll Street Perry, GA 31069

Applicant's Mailing Address: 1019 Ball Street Perry, GA 31069

Phone Number(s): 843.819.0888

Email Address: kelly@masseygordon.com Web Address: masseygordon.com

Description of Façade Improvement Project: \_\_\_\_\_

Paint exterior building, trim, columns, shutters, and paint ceiling of coverage walkway.

New Doors: Carroll Street Door and Ball Street Door

Redo Existing Columns so they are to scale of building.

Why/How will the proposed improvement project enhance your business and contribute to the architectural significance, character, and sense of place in Downtown Perry? \_\_\_\_\_

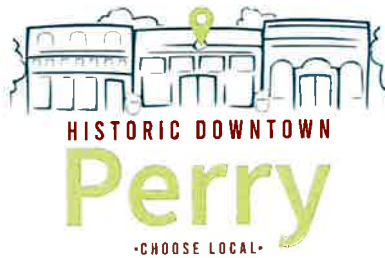
This building sits on the corner of Carroll & Ball Street which is a major focal point and part of our main street

community. The above improvements will bring a fresh exterior to this historic building.

Project Start Date: \_\_\_\_\_

Project Completion Date: \_\_\_\_\_





Estimated Total Project Cost - Attach estimate(s): \$ \_\_\_\_\_

**Amount Requested:** \$ \_\_\_\_\_

Do you have the funds available to complete the project? Yes   X   No \_\_\_\_\_

Have you applied for a Facade Grant before? Yes   X   No \_\_\_\_\_

If yes, was the grant awarded? Yes   X   No \_\_\_\_\_

If yes, what amount were you awarded? \$ \_\_\_\_\_

**Mural @1021 Ball Street & Awning @1021 Ball Street - Note: this location will no longer be rented by MG in August 2024 and grant went to building owner not me.**

**Facade Grant for 1019 Ball Street September 2019 / Paint & Sign**

- If applicant does not own the property, a **letter from the property owner** authorizing the applicant to make the proposed improvements **or joint application with the property owner** is required.
- Upon completion of all work, photographs of the final project must be submitted in order to receive final payment from the Facade Grant Program.
- Completion and approval of the grant application does not guarantee that the proposed project will receive grant funding.
- The Perry Main Street Advisory Board must review and approve all plans prior to project start date or before any work begins on the structure.
- Applicants must have received a Certificate of Appropriateness (COA) for the project for which grant funds are sought.
- Please see attached information regarding the Facade Grant Program and Eligibility Requirements.
- As a condition of receipt of the grant funds, applicant commits to maintain the grant-funded project improvements and the Perry Main Street Advisory Board's investment.
- Grant payment form must be submitted within 60 days of project completion.

8.22.2024

**Applicant Signature**

**Date**

**All Facade Grant Program applications must be completed and submitted to the City of Perry, Downtown Manager at:**

Alicia Hartley, Downtown Manager  
478-988-2730  
Alicia.hartley@perry-ga.gov

City of Perry  
1211 Washington Street  
Perry, GA 31069

Main Street Advisory Board  
Minutes– January 2, 2025

1. Call to Order: Chairman Cossart called the meeting to order at 4:00pm.

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

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

2. Guests/Speakers - None
3. Citizens with Input – None
4. Old Business

- a. Update of 2025 Work Plan/Board Retreat – Ms. Hartley advised the facilitator has been scheduled for January 21<sup>st</sup> and is recommending four hours and the time frame can be determined by the board. The agenda is being prepared and solicited topics for discussion, as well a community survey will be promoted with results to be discussed at the retreat. Chairman Cossart suggested for discussion: Review of Transformation Strategies, Council Support, and Interaction with other boards & authorities.

5. New Business

- a. 2025 Chair & Vice Chair Appointments

Director Moore motioned to nominate Trish Cossart as Chairman; Director Walker seconded; all in favor and was unanimously approved.

Director Presswood motioned to nominate Valerie Moore as Vice Chairman; Director Walker seconded; all in favor and was unanimously approved.

- b. Approve December 5, 2024 minutes

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

- c. Approve November 2024 financials

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

- d. 2025 Swag Items

Ms. Hartley advised she would like to replenish for the new year as these items are handed out at various events, promotions, and in gift bags. Director Presswood motioned to authorize expenditure of \$500 for swag items; Director Walker seconded; all in favor and was unanimously approved.

6. Chairman Items- reminder of sidewalk sale on January 11<sup>th</sup>

7. Downtown Manager's Report

- a. Downtown Projects update – Ms. Hartley advised Visit Perry is spearheading a volunteer program – We Speak Perry which will be a community partner for the board with the volunteers. The volunteers will be ambassadors for the community with knowledge of where to find places, recommendations and the various aspects of the city; first orientation is February 8<sup>th</sup>.

Ms. Hartley advised Village Boutique will open January 4<sup>th</sup> at 904 Carroll St, Lanier Hays Designs on January 3<sup>rd</sup> at the former Recollections by Lynn, Bodega Brew will begin Saturday brunch January 4<sup>th</sup>, JMA building is being refreshed.

Ms. Hartley advised after conferring with management will pursue the placemaking grant offered through Flint Energies, if awarded, would like to pursue a mural. Ms. Hartley was asked for input on the picnic tables and if they should remain as administration would like removed; the board concurred the tables should remain but thought given to replacing; Ms. Hartley agreed and will pass along. Ms. Hartley asked for input on the placement of the planter pots; Director Moore suggested working with staff and schedule a walk around to determine locations; the board and staff concurred.

\*Director Walker left at 4:45pm.

Ms. Hartley reminded the board that with the start of the new year each member is required to complete two hours of training and provide opportunities to complete.

8. Promotion Committee Report – Ms. Hartley advised January 11<sup>th</sup> is the sidewalk sale; there were not enough participants for the event center space. April 18<sup>th</sup> set for the wine tasting, with tickets on sale mid-February.
9. Update on Downtown Development Authority- Ms. Wharton advised the board approved a feasibility study for the development of the 700 block of Carroll Street and that has commenced.
10. Other- Director Lay presented a memorial bench for Bill Loudermilk to be funded by the board for his dedication and service to the board and community; the board concurred moving forward with Director Moore motioning for approval of purchase; Director Presswood seconded; all in favor and was unanimously approved. Ms. Hartley advised she will seek approval through management for placement.
11. Adjourn: there being no further business to come before the board the meeting was adjourned at 5:00pm.



Main Street Advisory Board Restricted Fund  
GL Account 100.00000.13.4208

*J Holland*  
*ms*

July 1, 2024 Beginning Balance 65,769.15

Deposits:	100.37.1024	Current	YTD	Cumulative
	July		5,575.00	
	August		790.00	
	September		950.00	
	October		7,425.00	
	November		1,305.00	
	December		908.00	
	January			
	February			
	March			
	April			
	May			
	June			
<b>Total Deposits:</b>		<b>0.00</b>	<b>16,953.00</b>	<b>82,722.15</b>

<b>Expenditures:</b>	100.75510			
	July		(1,390.00)	
	August		(3,638.26)	
	September		(1,460.99)	
	October		(10,303.06)	
	November		(11,723.38)	
	December		(664.01)	
	January			
	February			
	March			
	April			
	May			
	June			
<b>Total Expenditures:</b>		<b>0.00</b>	<b>(29,179.70)</b>	<b>53,542.45</b>

Reserve Balance at 12/31/2024 53,542.45 53,542.45

Current Reserve:	53,542.45
Less Prior Month Reserve	53,298.46
Current Month Reserve Adjustment	243.99

## Budget Report

For Fiscal: 2024-2025 Period Ending: 12/31/2024

		Original Total Budget	Current Total Budget	Period Activity	Fiscal Activity	Variance Favorable (Unfavorable)	Percent Remaining
<a href="#">100-00000.347735</a>	CPR CERTIFICATION FEE	0.00	0.00	0.00	492.00	492.00	0.00 %
<a href="#">100-00000.349219</a>	EMPLOYER CONTRIB-HEALTH	2,904,800.00	2,904,800.00	242,109.00	1,452,654.00	-1,452,146.00	49.99 %
<a href="#">100-00000.349220</a>	EMPLOYEE CONTRIB-HEALTH	355,200.00	355,200.00	31,786.93	202,707.35	-152,492.65	42.93 %
<a href="#">100-00000.349300</a>	RETURNED CHECK FEE	2,700.00	2,700.00	210.00	1,155.00	-1,545.00	57.22 %
<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	2,552.00	31,809.90	-10,790.10	25.33 %
<a href="#">100-00000.349910</a>	CURB CUT/DRIVEWAY PIPE	0.00	0.00	67.00	268.00	268.00	0.00 %
CostCenter: 00000 - NON-DEPARTMENTAL Total:		6,134,200.00	6,134,200.00	457,394.43	2,967,119.18	-3,167,080.82	51.63%
RevCategory: 34 - Charges for Services Total:		6,134,200.00	6,134,200.00	457,394.43	2,967,119.18	-3,167,080.82	51.63%
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	44,555.46	262,370.49	-370,029.51	58.51 %
<a href="#">100-00000.351171</a>	COUNTY JAIL SURCHARGE	41,300.00	41,300.00	0.00	16,941.64	-24,358.36	58.98 %
CostCenter: 00000 - NON-DEPARTMENTAL Total:		673,700.00	673,700.00	44,555.46	279,312.13	-394,387.87	58.54%
RevCategory: 35 - Fines and Forfeitures Total:		673,700.00	673,700.00	44,555.46	279,312.13	-394,387.87	58.54%
RevCategory: 36 - Investment Income							
CostCenter: 00000 - NON-DEPARTMENTAL							
<a href="#">100-00000.361000</a>	INTEREST	100,000.00	100,000.00	263.04	74,333.06	-25,666.94	25.67 %
CostCenter: 00000 - NON-DEPARTMENTAL Total:		100,000.00	100,000.00	263.04	74,333.06	-25,666.94	25.67%
RevCategory: 36 - Investment Income Total:		100,000.00	100,000.00	263.04	74,333.06	-25,666.94	25.67%
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	0.00	150.00	150.00	0.00 %
<a href="#">100-00000.371017</a>	J E WORRALL MEM DONATIONS	0.00	0.00	5,000.00	5,000.00	5,000.00	0.00 %
<a href="#">100-00000.371024</a>	MAIN STREET ADVISORY DONATIO	0.00	0.00	908.00	16,953.00	16,953.00	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	320.00	2,680.00	180.00	107.20 %
<a href="#">100-00000.371040</a>	ART IN THE PARK SPONSORSHIP	0.00	0.00	0.00	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 %
<a href="#">100-00000.379004</a>	ATLANTA HAWKS GRANT	0.00	0.00	2,380.00	2,380.00	2,380.00	0.00 %
CostCenter: 00000 - NON-DEPARTMENTAL Total:		2,500.00	2,500.00	8,608.00	306,594.26	304,094.26	12,163.77%
RevCategory: 37 - Contributions and Donations Total:		2,500.00	2,500.00	8,608.00	306,594.26	304,094.26	12,163.77%
RevCategory: 38 - Miscellaneous							
CostCenter: 00000 - NON-DEPARTMENTAL							
<a href="#">100-00000.381000</a>	PERRY EVENTS CENTER RENTAL	73,400.00	73,400.00	14,679.00	36,806.00	-36,594.00	49.86 %
<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	298.00	1,885.00	1,885.00	0.00 %
<a href="#">100-00000.383000</a>	REIMBURSE FOR DAMAGE PROP	0.00	0.00	0.00	32,497.25	32,497.25	0.00 %
<a href="#">100-00000.389000</a>	OTHER REVENUES	0.00	0.00	200.00	7,845.00	7,845.00	0.00 %
<a href="#">100-00000.389001</a>	PD COPIES/REPORTS	0.00	0.00	148.00	1,245.78	1,245.78	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	135.11	637.90	637.90	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	248.22	2,892.19	-1,407.81	32.74 %
<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	4,961.01	13,092.01	-40,107.99	75.39 %
<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	0.00	169,168.61	-331,131.39	66.19 %
CostCenter: 00000 - NON-DEPARTMENTAL Total:		883,200.00	883,200.00	20,669.34	271,324.46	-611,875.54	69.28%
RevCategory: 38 - Miscellaneous Total:		883,200.00	883,200.00	20,669.34	271,324.46	-611,875.54	69.28%

## Budget Report

For Fiscal: 2024-2025 Period Ending: 12/31/2024

	Original Total Budget	Current Total Budget	Period Activity	Fiscal Activity	Variance Favorable (Unfavorable)	Percent Remaining
<b>CostCenter: 75450 - GA NATIONAL FAIRGROUND</b>						
<a href="#">100-75450.523302</a> EVENT PROMOTION	40,000.00	40,000.00	0.00	31.59	39,968.41	99.92 %
<b>CostCenter: 75450 - GA NATIONAL FAIRGROUND Total:</b>	<b>40,000.00</b>	<b>40,000.00</b>	<b>0.00</b>	<b>31.59</b>	<b>39,968.41</b>	<b>99.92%</b>
<b>CostCenter: 75460 - TOURISM PROMOTION</b>						
<a href="#">100-75460.521200</a> PROFESSIONAL SERVICES	5,000.00	5,000.00	0.00	0.00	5,000.00	100.00 %
<a href="#">100-75460.521300</a> TECHNICAL SERVICES	25,000.00	25,000.00	0.00	26,250.00	-1,250.00	-5.00 %
<a href="#">100-75460.523300</a> ADVERTISING	40,000.00	40,000.00	0.00	7,771.44	32,228.56	80.57 %
<a href="#">100-75460.523302</a> EVENT PROMOTION	7,000.00	7,000.00	163.71	200.91	6,799.09	97.13 %
<a href="#">100-75460.523930</a> TRADE SHOWS	10,000.00	10,000.00	0.00	16.00	9,984.00	99.84 %
<a href="#">100-75460.531100</a> OPERATING SUPPLIES	0.00	0.00	560.06	560.06	-560.06	0.00 %
<a href="#">100-75460.531104</a> PROMOTIONAL/SWAG ITEM	10,000.00	10,000.00	105.93	3,073.04	6,926.96	69.27 %
<b>CostCenter: 75460 - TOURISM PROMOTION Total:</b>	<b>97,000.00</b>	<b>97,000.00</b>	<b>829.70</b>	<b>37,871.45</b>	<b>59,128.55</b>	<b>60.96%</b>
<b>CostCenter: 75500 - DOWNTOWN DEV AUTHORITY</b>						
<a href="#">100-75500.577000</a> APPROPRIATIONS	6,200.00	6,200.00	517.00	3,102.00	3,098.00	49.97 %
<b>CostCenter: 75500 - DOWNTOWN DEV AUTHORITY Total:</b>	<b>6,200.00</b>	<b>6,200.00</b>	<b>517.00</b>	<b>3,102.00</b>	<b>3,098.00</b>	<b>49.97%</b>
<b>CostCenter: 75510 - MAIN ST ADVISORY BD REST</b>						
<a href="#">100-75510.521312</a> ARTIST FEES	0.00	0.00	0.00	3,050.00	-3,050.00	0.00 %
<a href="#">100-75510.522300</a> RENTALS	0.00	0.00	0.00	1,393.00	-1,393.00	0.00 %
<a href="#">100-75510.523300</a> ADVERTISING	0.00	0.00	2.00	40.00	-40.00	0.00 %
<a href="#">100-75510.523850</a> CONTRACT LABOR	0.00	0.00	1,103.00	2,503.00	-2,503.00	0.00 %
<a href="#">100-75510.523851</a> SECURITY SERVICES	0.00	0.00	-1,250.00	290.00	-290.00	0.00 %
<a href="#">100-75510.531100</a> OPERATING SUPPLIES	0.00	0.00	809.01	11,353.95	-11,353.95	0.00 %
<a href="#">100-75510.531600</a> INVENTORY EQUIPMENT	0.00	0.00	0.00	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 %
<b>CostCenter: 75510 - MAIN ST ADVISORY BD REST Total:</b>	<b>0.00</b>	<b>0.00</b>	<b>664.01</b>	<b>29,179.70</b>	<b>-29,179.70</b>	<b>0.00%</b>
<b>CostCenter: 75511 - MAIN ST ADVISORY BD-CITY</b>						
<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 %
<b>CostCenter: 75511 - MAIN ST ADVISORY BD-CITY Total:</b>	<b>8,600.00</b>	<b>8,600.00</b>	<b>0.00</b>	<b>0.00</b>	<b>8,600.00</b>	<b>100.00%</b>
<b>CostCenter: 75512 - FARMERS MARKET</b>						
<a href="#">100-75512.522300</a> RENTALS	2,500.00	2,500.00	107.00	214.00	2,286.00	91.44 %
<b>CostCenter: 75512 - FARMERS MARKET Total:</b>	<b>2,500.00</b>	<b>2,500.00</b>	<b>107.00</b>	<b>214.00</b>	<b>2,286.00</b>	<b>91.44%</b>
<b>CostCenter: 75630 - PERRY-HO CO AIRPORT AUTH</b>						
<a href="#">100-75630.577000</a> APPROPRIATIONS	44,600.00	44,600.00	3,717.00	22,302.00	22,298.00	50.00 %
<b>CostCenter: 75630 - PERRY-HO CO AIRPORT AUTH Total:</b>	<b>44,600.00</b>	<b>44,600.00</b>	<b>3,717.00</b>	<b>22,302.00</b>	<b>22,298.00</b>	<b>50.00%</b>
<b>CostCenter: 77030 - DEPT OF ADMINISTRATION</b>						
<a href="#">100-77030.542200</a> VEHICLES	0.00	0.00	0.00	37,439.00	-37,439.00	0.00 %
<b>CostCenter: 77030 - DEPT OF ADMINISTRATION Total:</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>	<b>37,439.00</b>	<b>-37,439.00</b>	<b>0.00%</b>
<b>CostCenter: 77050 - FIRE DEPT CAPITAL</b>						
<a href="#">100-77050.542200</a> VEHICLES	143,000.00	143,000.00	0.00	386.53	142,613.47	99.73 %
<b>CostCenter: 77050 - FIRE DEPT CAPITAL Total:</b>	<b>143,000.00</b>	<b>143,000.00</b>	<b>0.00</b>	<b>386.53</b>	<b>142,613.47</b>	<b>99.73%</b>
<b>CostCenter: 77060 - POLICE DEPT CAPITAL</b>						
<a href="#">100-77060.542200</a> VEHICLES	565,000.00	565,000.00	0.00	289,884.00	275,116.00	48.69 %
<b>CostCenter: 77060 - POLICE DEPT CAPITAL Total:</b>	<b>565,000.00</b>	<b>565,000.00</b>	<b>0.00</b>	<b>289,884.00</b>	<b>275,116.00</b>	<b>48.69%</b>
<b>CostCenter: 77070 - PUBLIC WORKS CAPITAL</b>						
<a href="#">100-77070.542200</a> VEHICLES	105,000.00	105,000.00	0.00	43,718.29	61,281.71	58.36 %
<a href="#">100-77070.542500</a> EQUIPMENT	178,000.00	178,000.00	17,545.00	56,045.00	121,955.00	68.51 %
<b>CostCenter: 77070 - PUBLIC WORKS CAPITAL Total:</b>	<b>283,000.00</b>	<b>283,000.00</b>	<b>17,545.00</b>	<b>99,763.29</b>	<b>183,236.71</b>	<b>64.75%</b>
<b>CostCenter: 77080 - RECREATION CAPITAL</b>						
<a href="#">100-77080.542200</a> VEHICLES	0.00	0.00	22,300.00	22,300.00	-22,300.00	0.00 %
<b>CostCenter: 77080 - RECREATION CAPITAL Total:</b>	<b>0.00</b>	<b>0.00</b>	<b>22,300.00</b>	<b>22,300.00</b>	<b>-22,300.00</b>	<b>0.00%</b>



To: Main Street Advisory Board

From: Alicia Hartley

Date: February 3, 2025

RE: Downtown Planters

On January 31, members of the Design Committee and the Public Works Department took a walking assessment of current planters and plantings around downtown. The goal was to identify the status and assess the current locations and positions of existing planters. City Management is open to some additional planters being placed in the downtown area, but additional planters are to be purchased by the Main Street Advisory Board. All current planters are from Athens Stone Casting. Prices provided are costs for the stained items. There is an order minimum (approx. \$1,600) for planters to be delivered.

### Current Downtown Planters



### Extra Large Swag Planter

SKU 07-123413-PA

Log in for pricing

SHOWN IN DESERT SAND

22 Hx27 Wx27 D  
202 lbs

Additional Custom Finishes: \*



Possible Options



\$42.50

Large Rectangle Cherub Planter

SKU: 07-098713-DS

Log in for pricing

SHOWN IN DESERT SAND

13"Hx32"Wx17"D  
101 lbs

Additional Custom Finishes: \*



\$48.50

XL Tapered Square Planter

SKU: 07-109013-DS

Log in for pricing

SHOWN IN DESERT SAND

21"Hx24"Wx24"D  
175 lbs  
Base 13"

Additional Custom Finishes: \*





\$150.50

## 28" Urn

SKU: 07-961013-PA

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SHOWN IN PRE AGED

28"Hx24"Wx14"D  
388 lbs

Additional Custom Finishes ▾

