

Main Street Advisory Board
Agenda – April 3, 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. Review draft of 2025 Work Plan
5. New Business
 - a. Certificate of Appropriateness Review – 725 Commerce Street
 - b. Certificate of Appropriateness Review – 917 Carroll Street
 - c. Façade Grant – 917 Carroll Street
 - d. Approve March 6, 2025 minutes
 - e. Approve February 2025 financials
 - f. Adopt 2025 Work Plan
6. Chairman Items
7. Downtown Manager's Report
 - a. Downtown Projects 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

March 31, 2025

CASE NUMBER: COA-0050-2025

APPLICANT: Heather Anderson

REQUEST: Add handicap parking

LOCATION: 725 Commerce Street; Parcel No. 0P0060 078000

APPLICANT'S REQUEST: The applicant proposes to add one paved handicap parking space on the west side of the building.

STAFF COMMENTS: A gravel parking lot already exists on the side of the building. This request will add a paved parking pad for handicap access. The new parking pad will be located approximately 40 feet from the edge of the public sidewalk along Commerce Street. Some re-grading of the existing lot will be necessary to accommodate the paved parking pad. The design guideline requires a wall to screen new parking lots. Since modifications are being made to the existing lot, it is appropriate to require screening. However, since the lot is not directly adjacent to the sidewalk, landscaping (evergreen shrubs) is an appropriate screening material.

STAFF RECOMMENDATION: Staff recommend approval of the application, subject to a row of evergreen shrubs (18 inches in height at the time of planting) being installed along the length of the new paved parking pad on the street side.

APPLICABLE DESIGN STANDARDS ATTACHED: Site and Setting: Modern Features

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.



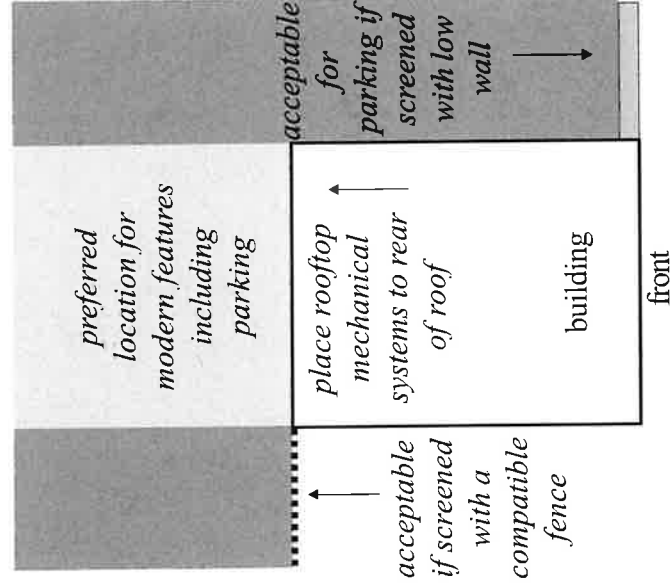
MODERN FEATURES

GOAL:

The primary goal is to integrate modern features while limiting the negative impact to the downtown district.

Actions to achieve the goal:

- ▶ Mechanical systems placed behind the building and out of the public view.
- ▶ Rooftop mechanical systems, utility meters and security lighting should be placed unobtrusively.
- ▶ New lighting should use traditional designs appropriate to the character of the building.
- ▶ New parking should:
 - a) be placed as unobtrusively as possible;
 - b) use traditional materials: concrete, stone pavers, and asphalt is allowed in the downtown; and
 - c) use appropriate screening (see *Walls & Fences* p. 50).



Modern features refers to equipment and functions not used in the past such as dumpsters, fire escapes, mechanical systems, and parking areas.

Glossary terms:

Facade line.

An imaginary line established by the fronts of buildings on a block.

Parking.

Areas, generally paved, provided for the storage of automobiles.

Paving.

Any material used for pavement such as asphalt, brick, concrete, gravel, or pavers.

Public view.

That which can be seen from any public right-of-way.

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

Notes/Revisions:

Changes requiring a COA Examples:

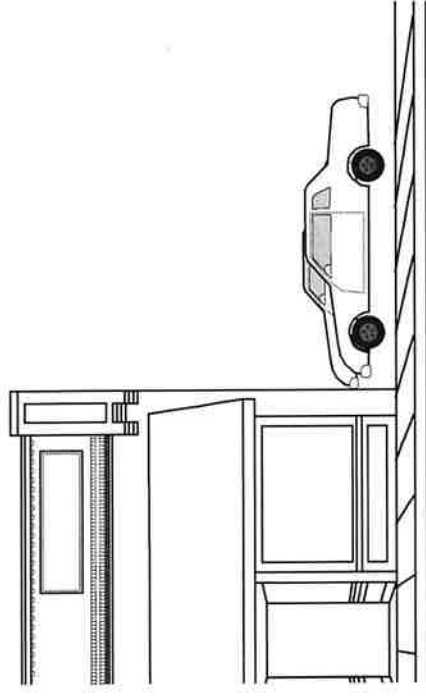
- * Adding parking areas.
- * Placing exterior mechanical systems such as satellite dishes, air-conditioning units, or utility meters.
- * Adding exterior lighting.

Changes not requiring a COA Examples:

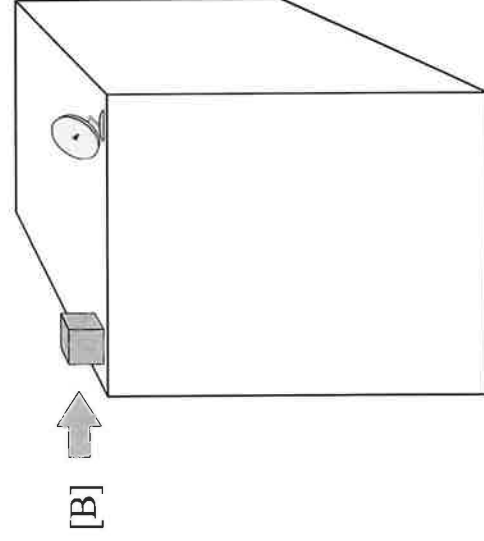
- * Resurfacing an existing parking area with the same material.
- * Interior changes to mechanical systems.
- * Temporary event lighting.

Common Mistakes

- ▶ *Demolishing historic buildings for parking (see demolition p.).*
- ▶ *Failing to screen parking from the public view (see Fences & Walls, p. 48)*
- ▶ *Placing mechanical systems to the front of rooftops. [B]*



[A]



[B]



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Application # COA#
0050-2025

Application for Certificate of Appropriateness Main Street Advisory Board

Contact Community Development (478) 988-2720

*Indicates Required Field

	Applicant	Property Owner
*Name	Heather Anderson	Stephanie A. Hagens
*Title	Sole member, Fiber Foundry LLC	building owner
*Address	725 Commerce St, Perry, GA 31069	180 Senic Pass, Fayetteville, GA 30215
*Phone	347-495-9416	478-244-0722
*Email	fiberfoundryllc@gmail.com	stephanie.a.hagens@cbp.dhs.gov
*Property Address	725 Commerce St, Perry, GA 31069	

Project:

New Building ☐ Addition ☐ Alteration ☒ Demolition ☐ Relocation ☐

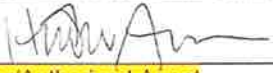
*Please describe the proposed modification:

- Repair path to front door entrance that was damaged by the removal of brick planter (COA-0121-2024) using the same standard concrete
- Add van accessible parking space (16.5' x 20') connecting to pathway to front door (see attached drawing) permit issued - #BLDC 240698
- Repair existing driveway to create level, accessible parking space using the same material in existing driveway (standard gravel)

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	3-24-25
*Property Owner/Authorized Agent	Stephanie A. Hagens	*Date	3/24/2025

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.

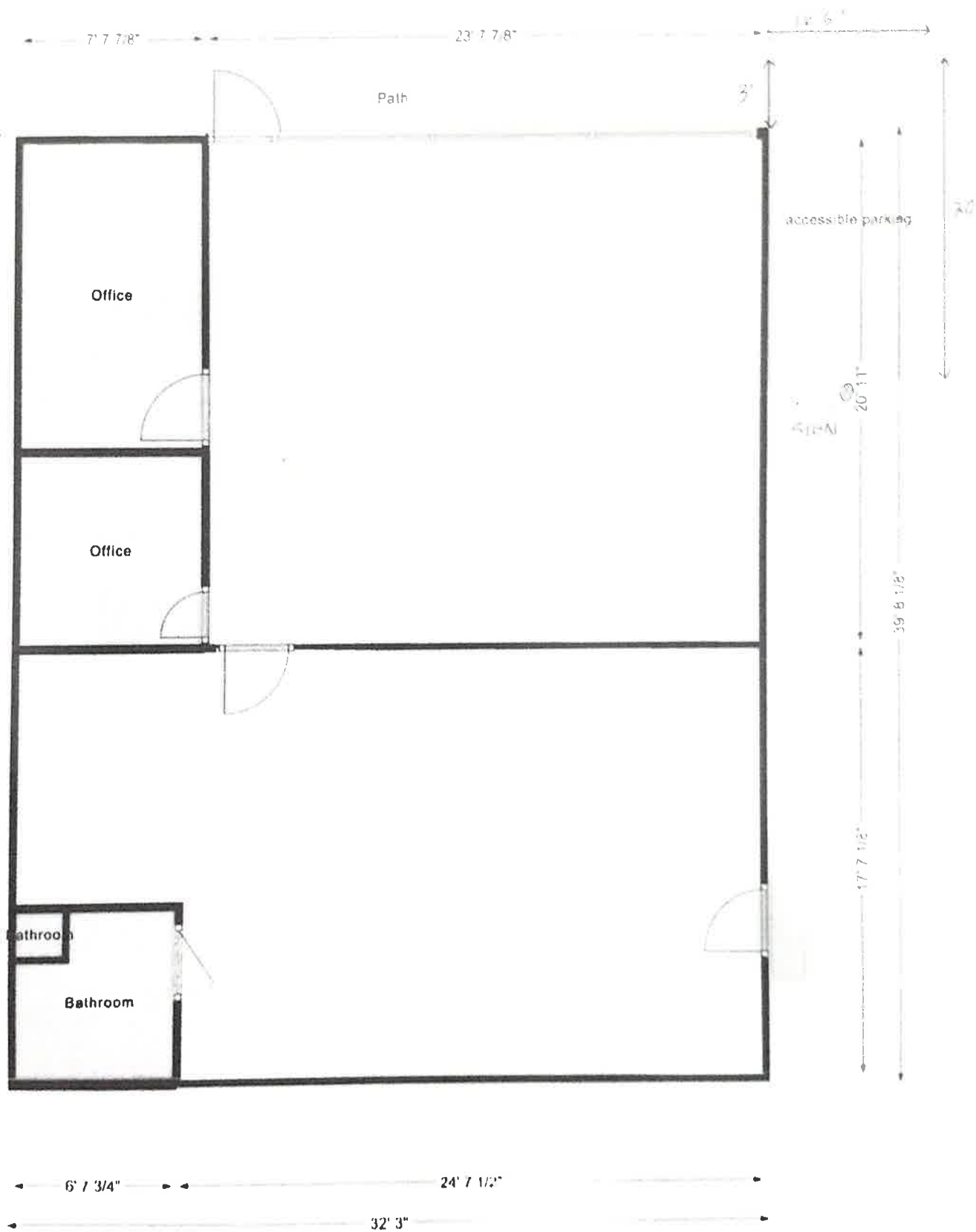
Approval of a certificate of appropriateness does not waive any required permits, inspections, or fees required by the Community Development Department. Structural changes to a building require a building permit from the Community Development Department.

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: \$ 3,575

4' 9" 1' 9 5/8" 10' 3 7/8" 5' 4 3/8" 2' 6" 12' 8 1/2"



March 20, 2025

Regarding the addition of an ADA compliant parking space for 725 Commerce Street, Perry, GA:

Concrete pad will be 16.5' wide by 20' long, positioned next to the building as shown on the attached updated floorplan. It will be connected to the existing pathway which leads to the front entrance of the building. The existing pathway is 3' wide, and will be repaired to be smooth and easily accessible. The parking space will be marked according to ADA guidelines. In order to grade properly, existing gravel driveway will be repaired as necessary.









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STAFF REPORT

March 31, 2025

CASE NUMBER: COA-0052-2025

APPLICANT: Juli Waller

REQUEST: Paint building façade and doors

LOCATION: 917 Carroll Street; Parcel No. 0P0010 014000

APPLICANT'S REQUEST: The applicant proposes to paint the building façade Pantone 230 (pink) and the front doors Pantone 131 (gold/orange). Repairing trim does not require a COA.

STAFF COMMENTS: The proposed colors are not in the approved color palette for downtown. The closest (but not very close) color in the palette to Pantone 230 is Benjamin Moore Curtis Salmon – it is a dusty pink. Pantone 131 is similar to Benjamin Moore English Ochre.

STAFF RECOMMENDATION: Staff recommend approval of Pantone 131 for the doors; denial of Pantone 230 for the body of the building.

APPLICABLE DESIGN STANDARDS ATTACHED: None

APPLICABLE ORDINANCE SECTION:

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

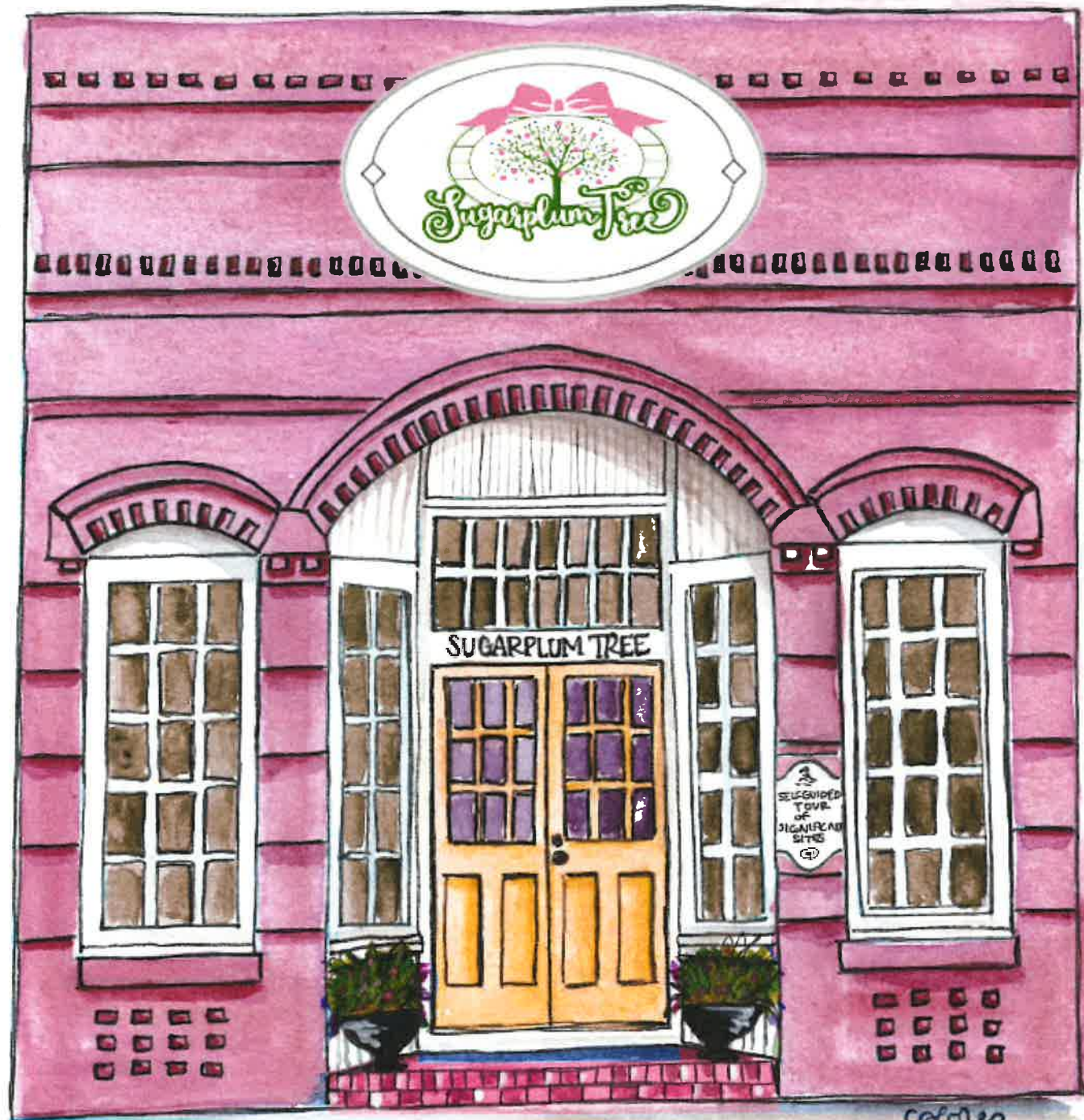
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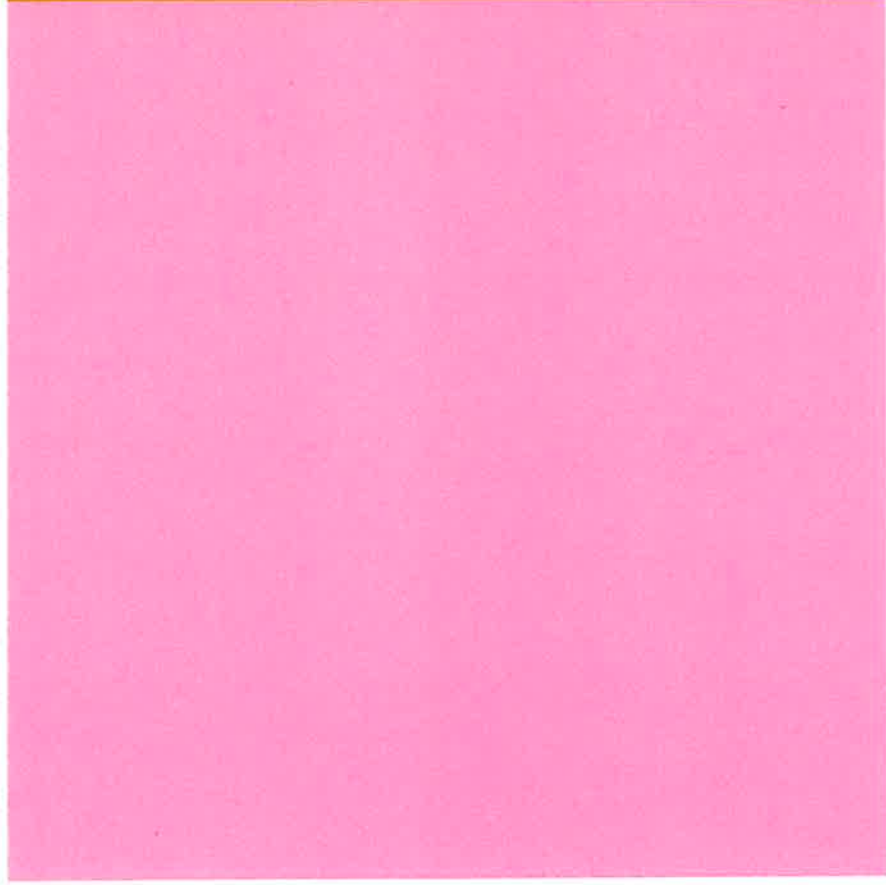
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www.sugarplumtree.com

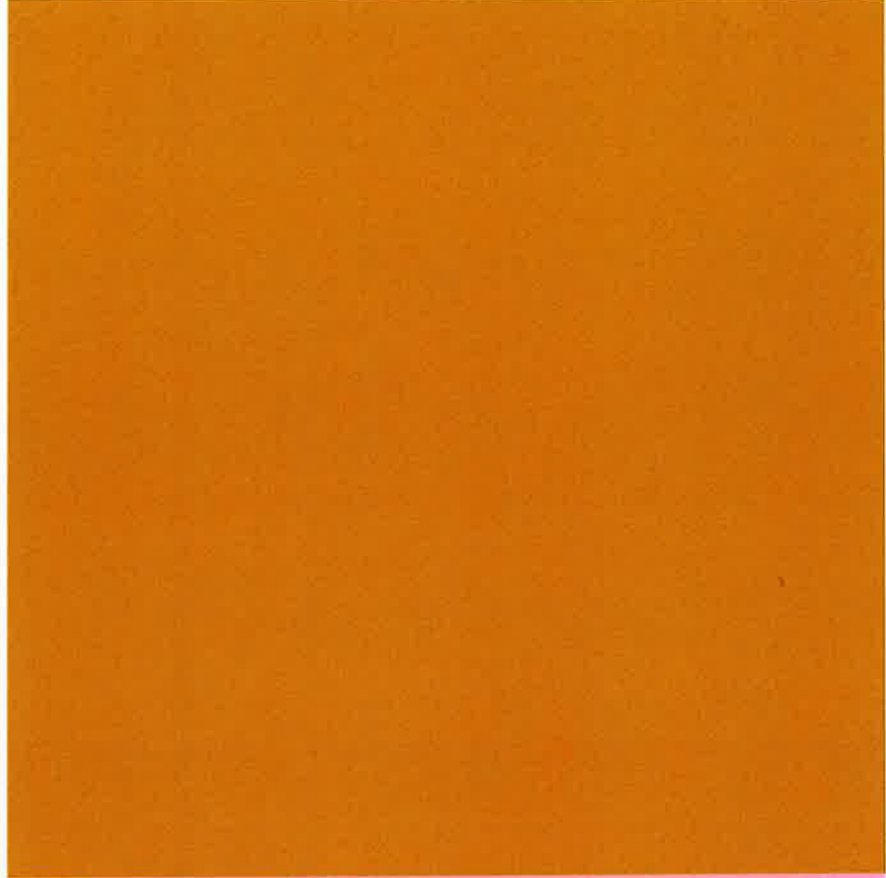


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PANTONE®

230 C



PANTONE®


131 C

RE: Sugarplum COA & Facade Grant

From Alicia Hartley <alicia.hartley@perry-ga.gov>

Date Mon 3/31/2025 4:17 PM

To Community Development <comm.development@perry-ga.gov>; Bryan Wood <bryan.wood@perry-ga.gov>

 1 attachment (304 KB)

sugarplum.jpeg;

Good afternoon,

I've spoken with Juli from the Sugarplum Tree. She is out of the country this week for Spring Break. She provided me with the following info about the work outlined in the COA and Façade grant:

- Any work that is being done to the trim is expected to be repairs and will be same for same repairs.
- She does want/need new doors, but hasn't picked out the doors yet. She said the current ones are drafty and old and sometimes stick depending on the weather. She likes the current type of door and wants something similar with windows, not a solid door. I've sent her the Design Guidelines for doors to help in this process.
- The glaze for the windows is not a reflective tint of any kind. She said it is more so a glaze to repair and maintain the current windowpanes.

She also provided me with a sketch that she said is more accurate to what she is looking for, specifically noting that the pink color will "maybe be a bit lighter on that pink" that was submitted. I know this is not the fully solid update that was needed but hopefully provides some context. I can still give the contractor a call and try to fill in any additional gaps. If needed, this item can be held off for another month. I was trying to get the façade grant taken care of before my leave if possible.

Best,

Alicia Hartley

Downtown Manager

City of Perry

808 Carroll Street

Perry, GA 31069

Mobile (478) 294-9039

www.perry-ga.gov

From: Community Development <comm.development@perry-ga.gov>

Sent: Friday, March 28, 2025 9:45 AM

To: Alicia Hartley <alicia.hartley@perry-ga.gov>

Subject: Re: Sugarplum COA & Facade Grant

Ok, let's give it to Monday.

Thanks!



Where Georgia comes together.

Application # COA 0052-2025

Application for Certificate of Appropriateness

Main Street Advisory Board

Contact Community Development (478) 988-2720

*Indicates Required Field

	Applicant	Property Owner
*Name	Juli Waller	Qiong Ayer
*Title	Store Owner	Property Owner
*Address	917 Carroll Street Perry, GA 31069	Perry, GA
*Phone	4789721245	
*Email	sugarplumtreega@gmail.com	

*Property Address 917 Carroll Street Perry, GA 31069

Project:

New Building ☐ Addition ☐ Alteration ☐ Demolition ☐ Relocation ☐

*Please describe the proposed modification:

Paint main store a soft pink and put in new doors painted gold. Replace any overworn or rotten boards or trim with new.

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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

Bldg: Pantone 230
Doors: Pantone 131

Continued on page 2

Application for Certificate of Appropriateness – MSAB – Page 2

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 in 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	3/1/25
*Property Owner/Authorized Agent		*Date	

Maintenance and Repair

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Notices

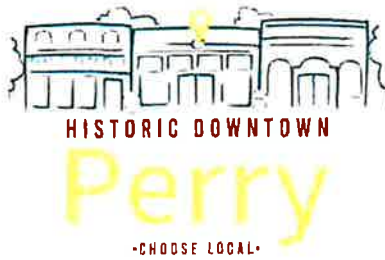
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Decisions of the administrator may be appealed to the Planning Commission.

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: \$7500.00



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

Date: August 22, 2024 (Please, print your information and use blue or black ink.)

Name of Applicant: Juli Waller

Property Owner: Lucy Ayer (owns bldg)

Name of Business: Sugarplum Tree

Business Physical Address: 917 Carroll St

Applicant's Mailing Address: 519 Sewell Rd, Elko, GA 31025

Phone Number(s): 478.972.1245

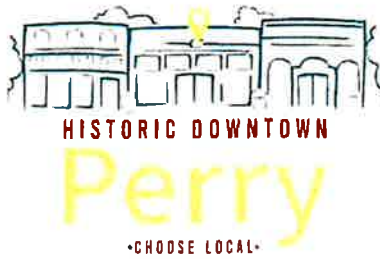
Email Address: sugarplumtreega@gmail.com Web address: sugarplumtree.com

Description of Façade Improvement Project: Restoration of front and back siding, new paint, repair rotting wood, re-glazing front windows, etc.

Why/How will the proposed improvement project enhance your business and contribute to the architectural significance, character, and sense of place in Downtown Perry? The proposed improvements would greatly change the sight of our building, making presence downtown much more enjoyable!

Project Start Date: ASAP

Project Completion Date: 4 weeks



Estimated Total Project Cost - Attach estimate(s):

\$ 7500.00

Amount Requested:

\$ 2500.00

Do you have the funds available to complete the project?

Yes ☒ No ☐

Have you applied for a Facade Grant before?

Yes ☒ No ☐

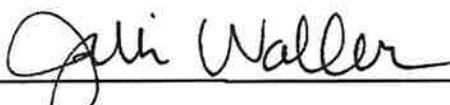
If yes, was the grant awarded?

Yes ☒ No ☐

If yes, what amount were you awarded?

\$ 1,000 (I THINK!)
2019 ?

- 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.


Applicant Signature

8/22/24
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

INVOICE

Luxury Transformations LLC
"Transforming to Luxury"
205 Peking Ridge Ct
Wentzville, MO 63309

luxurytransformationsllc@gmail.com
616-781-9735 x101



Mike Waller

Bill to

Mike/Juli Waller
Sugarplum Tree
917 Carroll Street, Perry GA 31069

Ship to

Mike Waller
Sonic

Invoice details

Invoice no.: 1214
Terms: Net 30
Invoice date: 07/30/2024
Due date: 08/29/2024

Product or service	Description	Qty	Rate	Amount
Exterior Painting	<ul style="list-style-type: none">- Replace fascial boards for exterior back walk (6ft)- Prep areas including pressure wash- Bondo any areas that might need it - finish to moderate prep-work will be done- Glaze or repair with Bondo front windows of shop- fix any boards with screws and finish nails to attach and wood 4" x 1" prior to painting fascial - 1" x 6 base 1" x 12- repair corner sides of front side of building by covering it with board wood or any solution that cosmetically looks good- paint 2 coats of paint - what is green will be light pink- Paint hardware Gold or metal hardware (\$100 ea.)- Glass doors/eggnet on body	1	\$7,500.00	\$7,500.00

Total

\$7,500.00

Ways to pay



Main Street Advisory Board
Minutes – March 6, 2025

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

Roll: Chairman Cossart; Directors Anderson-Cook, Lay, Moore, Presswood, and Walker were present. Ms. Hartley advised Director Jones had resigned.

Staff: Alicia Hartley – Downtown Manager, Bryan Wood – Community Development Director, Ansley Fitzner – Public Works and Christine Sewell – Recording Clerk

2. Guests/Speakers - Terre Walker, Curtis & Teresa George

Ms. Walker advised UPP (Uptown Perry Partnership) is a 501c3 whose mission is to preserve the historic character of downtown and the reestablishment of the Perry Arts Council is embracing all avenues of the arts. Perry Arts Council Chairman Teresa George provided an overview of the council which is supporting all aspects of the arts (painting, sculptures, culinary, film, music, photography, etc.) and reviewed the council's inception. Chairman George advised the council is interested in working with the Main Street board, along with the city and merchants. Chairman George advised they had carolers in December which was well received and will do again this year, and their second event The Art of Manners, held at the Perfect Pear, was well attended. Chairman George advised they are planning for a full moon drumming session on May 9th or 10th on the city hall lawn, and May 17th or 18th plein art. The board will hold their second meeting on March 27th at 6pm Rozar Park and welcome all to attend and appreciates the board's support. Ms. Walker advised the council is working closely with Leisure Services for art to be a part of their programs.

3. Citizens with Input – None

4. Old Business – Mr. Wood in follow up from the joint meeting with the question posed if minor COA applications could be referred to the board, it was determined by the city attorney they could not be. The downtown historic designation is moving forward with the original proposed boundary with public hearing before HPC on April 8th and Council May 6th.

5. New Business

- a. Certificate of Appropriateness Review – 808 Carroll Street

Ms. Fitzner advised the request is for the addition of (18) 14-watt five-inch light at the base of the front wall of City Hall (facing Carroll Street); the lights will uplight the building at night and can change colors. Director Presswood inquired about the cost; Ms. Fitzner advised the project was put out to bid, with only Dixie Landscaping responding. Chairman Cossart asked Mr. Wood if it complies with the design guidelines; Mr. Wood advised the actual light fixtures will be in or near the ground, they will not be visible; and provide accent lighting on the most prominent building downtown appears appropriate.

Director Anderson-Cook motioned to approve the application as submitted; Director Lay seconded; all in favor and was unanimously approved.

b. Update Vision Statement

Ms. Hartley, as recommended from the retreat provided the updated vision statement. Director Moore motioned to approve as presented; Director Anderson-Cook seconded; all in favor and was unanimously approved.

c. Update Bylaws for Meeting Time

Ms. Hartley provided the update which was for the meeting time. Director Lay motioned to approve as presented; Director Moore seconded; all in favor and was unanimously approved.

d. Review policy for COAs for demolitions

Ms. Hartley, in follow up to February's meeting provided some guidance for the board to consider when reviewing future applications for demolition. Should a COA for a demolition be submitted and the property in question has any one or more of the following qualifications, it is appropriate for the board to request an additional inspection by a private inspector identified by the applicant and a letter from the City's Chief Building Official regarding the status of the building in question as a condition of approval: 1). The building was constructed before 1975; 2). The building was primarily or formerly used as a residence; 3). The property is zoned C-3, Central Business District and 4). Additions or modifications have been made to the building structure over the years such that the historical significance of the property has been compromised. Ms. Hartley advised she spoke with Mr. Wood regarding this and it is acceptable.

Director Moore motioned to move forward with the staff recommendations for a demolition policy as presented; Director Lay seconded; all in favor and was unanimously approved.

e. Review Draft of 2025 Work Plan

Ms. Hartley advised the draft was just received earlier in the day and is requesting the board thoroughly review and it will be discussed in depth at the April meeting.

f. Approve February 6, 2025, minutes

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

g. Approve January 2025 financials

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

6. Chairman Items – Chairman Cossart solicited input on the Perry Arts Council and how to work together as did not want to see any overlap with the Placemaking Committee. With regard to HPC holding the public hearing for the downtown district suggested the board attend the meeting and voice their concerns.

*Director Walker left the meeting at 5:00pm.

7. Downtown Manager's Report
 - a. Downtown Projects update

Ms. Hartley advised Initial Reaction to celebrate 15 years in business, Sweet P's 1year, and Historical Society 15years. New wedding planner business Borrowed & Blue at 1304 Main Street, and Walgreens has officially closed. The quarterly check on the tree lights has been done. Small Area Plan for Northside adopted by Council. The memorial bench is in and installed, just waiting for the plaque and will do a ribbon cutting. We Speak Perry will have another orientation on March 29th. Waiting on draft of mural for Flint Energies Grant and will bring to Council on March 18th and AARP grant submitted for the parklet on Main/Ball Streets. FMCA community concert March 11th.

8. Promotion Committee Report – Ms. Hartley advised sales are progressing for the April 18th wine event and May 9th flower crawl finalizing details and tickets should be on sale shortly. Ms. Hartley is requesting approval for the two events of \$13,000.00. Director Anderson-Cook motioned to approve the expenditure request of \$13,000.00; Director Presswood seconded; all in favor and was unanimously approved.
9. Other – None
10. Adjourn: there being no further business to come before the board the meeting was adjourned at 5:18pm.

DRAFT

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		0.00	
	February		5,970.00	
	March			
	April			
	May			
	June			
Total Deposits:		0.00	22,923.00	88,692.15

Expenditures:	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		(560.28)	
	February		(2,079.32)	
	March			
	April			
	May			
	June			
Total Expenditures:		0.00	(31,819.30)	56,872.85

Reserve Balance at 2/28/2025

56,872.85

56,872.85

Current Reserve:	56,872.85
Less Prior Month Reserve	52,982.17
Current Month Reserve Adjustment	<u>3,890.68</u>

MS

Budget Report

For Fiscal: 2024-2025 Period Ending: 02/28/2025

		Original Total Budget	Current Total Budget	Period Activity	Fiscal Activity	Variance Favorable (Unfavorable)	Percent Remaining
100-00000.347730	FIREARMS SAFETY COURSE FEE	0.00	200.00	120.00	330.00	130.00	165.00 %
100-00000.347735	CPR CERTIFICATION FEE	0.00	400.00	45.00	582.00	182.00	145.50 %
100-00000.349219	EMPLOYER CONTRIB-HEALTH	2,904,800.00	2,904,800.00	242,109.00	1,936,872.00	-967,928.00	33.32 %
100-00000.349220	EMPLOYEE CONTRIB-HEALTH	355,200.00	355,200.00	40,206.50	282,444.35	-72,755.65	20.48 %
100-00000.349300	RETURNED CHECK FEE	2,700.00	2,700.00	280.00	1,785.00	-915.00	33.89 %
100-00000.349903	MISC SERVICES & CHARGES	2,300.00	2,300.00	0.00	66.13	-2,233.87	97.12 %
100-00000.349904	CRIMINAL HISTORY CHECKS	42,600.00	42,600.00	2,728.00	37,174.40	-5,425.60	12.74 %
100-00000.349910	CURB CUT/DRIVEWAY PIPE	0.00	0.00	0.00	268.00	268.00	0.00 %
CostCenter: 00000 - NON-DEPARTMENTAL Total:		6,134,200.00	6,712,600.00	458,340.00	3,952,973.28	-2,759,626.72	41.11%
RevCategory: 34 - Charges for Services Total:		6,134,200.00	6,712,600.00	458,340.00	3,952,973.28	-2,759,626.72	41.11%
RevCategory: 35 - Fines and Forfeitures							
CostCenter: 00000 - NON-DEPARTMENTAL							
100-00000.351170	COURT AND PARKING FINES	632,400.00	632,400.00	67,354.66	346,971.85	-285,428.15	45.13 %
100-00000.351171	COUNTY JAIL SURCHARGE	41,300.00	41,300.00	0.00	22,258.12	-19,041.88	46.11 %
CostCenter: 00000 - NON-DEPARTMENTAL Total:		673,700.00	673,700.00	67,354.66	369,229.97	-304,470.03	45.19%
RevCategory: 35 - Fines and Forfeitures Total:		673,700.00	673,700.00	67,354.66	369,229.97	-304,470.03	45.19%
RevCategory: 36 - Investment Income							
CostCenter: 00000 - NON-DEPARTMENTAL							
100-00000.361000	INTEREST	100,000.00	100,000.00	13,240.31	121,433.07	21,433.07	121.43 %
CostCenter: 00000 - NON-DEPARTMENTAL Total:		100,000.00	100,000.00	13,240.31	121,433.07	21,433.07	21.43%
RevCategory: 36 - Investment Income Total:		100,000.00	100,000.00	13,240.31	121,433.07	21,433.07	21.43%
RevCategory: 37 - Contributions and Donations							
CostCenter: 00000 - NON-DEPARTMENTAL							
100-00000.371001	RECREATION DEPT DONATIONS	0.00	0.00	0.00	1,536.25	1,536.25	0.00 %
100-00000.371007	NEW PERRY ANIMAL SHELTER BLD	0.00	0.00	30.00	210.00	210.00	0.00 %
100-00000.371017	J E WORRALL MEM DONATIONS	0.00	5,000.00	0.00	5,000.00	0.00	0.00 %
100-00000.371024	MAIN STREET ADVISORY DONATIO	0.00	16,900.00	5,970.00	22,923.00	6,023.00	135.64 %
100-00000.371037	INTERNATIONAL FESTIVAL DONAT	0.00	500.00	0.00	500.00	0.00	0.00 %
100-00000.371039	FARMERS MKT INCOME	2,500.00	2,500.00	500.00	3,370.00	870.00	134.80 %
100-00000.371040	ART IN THE PARK SPONSORSHIP	0.00	800.00	0.00	800.00	0.00	0.00 %
100-00000.371100	CONTRIBUTIONS FOR CAPITAL PRO	0.00	271,200.00	0.00	271,272.75	72.75	100.03 %
100-00000.371202	INDEPENDENCE DAY SPONSORSHIP	0.00	5,000.00	0.00	5,000.00	0.00	0.00 %
100-00000.371205	TECH & ENTREPRENUER BOARD	0.00	1,700.00	3,000.00	11,292.26	9,592.26	664.25 %
100-00000.379004	ATLANTA HAWKS GRANT	0.00	2,300.00	0.00	2,380.00	80.00	103.48 %
CostCenter: 00000 - NON-DEPARTMENTAL Total:		2,500.00	305,900.00	9,500.00	324,284.26	18,384.26	6.01%
RevCategory: 37 - Contributions and Donations Total:		2,500.00	305,900.00	9,500.00	324,284.26	18,384.26	6.01%
RevCategory: 38 - Miscellaneous							
CostCenter: 00000 - NON-DEPARTMENTAL							
100-00000.381000	PERRY EVENTS CENTER RENTAL	73,400.00	73,400.00	11,940.00	48,748.00	-24,652.00	33.59 %
100-00000.381001	CELL ANTENNA RENTAL FEE	37,100.00	37,100.00	39,371.75	39,371.75	2,271.75	106.12 %
100-00000.381003	BILLBOARD RENTAL INCOME	0.00	4,200.00	0.00	4,200.00	0.00	0.00 %
100-00000.381011	HERITAGE OAKS RENTALS	0.00	1,800.00	0.00	1,885.00	85.00	104.72 %
100-00000.383000	REIMBURSE FOR DAMAGE PROP	0.00	32,400.00	0.00	32,497.25	97.25	100.30 %
100-00000.383002	RESTITUTION PAYMENT	0.00	0.00	0.00	0.12	0.12	0.00 %
100-00000.389000	OTHER REVENUES	0.00	7,800.00	0.00	8,010.00	210.00	102.69 %
100-00000.389001	PD COPIES/REPORTS	0.00	1,200.00	185.54	1,469.32	269.32	122.44 %
100-00000.389010	P-CARD REBATE	4,000.00	4,000.00	0.00	6,155.42	2,155.42	153.89 %
100-00000.389012	WEX TAX/BILL ADJUSTMENT	0.00	0.00	82.72	893.17	893.17	0.00 %
100-00000.389013	MGAG PERFORMANCE ADJUST	210,900.00	210,900.00	0.00	0.00	-210,900.00	100.00 %
100-00000.389022	SR CTR UTILITIES REVENUE	4,300.00	4,300.00	196.30	3,380.17	-919.83	21.39 %
100-00000.389026	TAX SALE EXCESS FUNDS	0.00	0.00	0.00	-3,202.31	-3,202.31	0.00 %
100-00000.389028	SCHOOL CROSSING GUARD	53,200.00	53,200.00	1,754.48	17,515.15	-35,684.85	67.08 %
100-00000.389029	SWAG ITEMS	0.00	0.00	0.00	20.00	20.00	0.00 %

Budget Report

For Fiscal: 2024-2025 Period Ending: 02/28/2025

		Original Total Budget	Current Total Budget	Period Activity	Fiscal Activity	Variance Favorable (Unfavorable)	Percent Remaining
CostCenter: 75450 - GA NATIONAL FAIRGROUND							
100-75450.523302	EVENT PROMOTION	40,000.00	40,000.00	0.00	31.59	39,968.41	99.92 %
CostCenter: 75450 - GA NATIONAL FAIRGROUND Total:		40,000.00	40,000.00	0.00	31.59	39,968.41	99.92%
CostCenter: 75460 - TOURISM PROMOTION							
100-75460.521200	PROFESSIONAL SERVICES	5,000.00	5,000.00	0.00	0.00	5,000.00	100.00 %
100-75460.521300	TECHNICAL SERVICES	25,000.00	25,000.00	449.00	26,699.00	-1,699.00	-6.80 %
100-75460.523300	ADVERTISING	40,000.00	40,000.00	0.00	14,838.47	25,161.53	62.90 %
100-75460.523302	EVENT PROMOTION	7,000.00	7,000.00	0.00	200.91	6,799.09	97.13 %
100-75460.523405	INFORMATIONAL BROCHURES	0.00	0.00	0.00	28,425.00	-28,425.00	0.00 %
100-75460.523930	TRADE SHOWS	10,000.00	10,000.00	1,625.00	3,141.00	6,859.00	68.59 %
100-75460.531100	OPERATING SUPPLIES	0.00	0.00	0.00	560.06	-560.06	0.00 %
100-75460.531104	PROMOTIONAL/SWAG ITEM	10,000.00	10,000.00	430.73	3,503.77	6,496.23	64.96 %
CostCenter: 75460 - TOURISM PROMOTION Total:		97,000.00	97,000.00	2,504.73	77,368.21	19,631.79	20.24%
CostCenter: 75470 - BILLBOARDS							
100-75470.522300	RENTALS	0.00	0.00	8,100.00	8,100.00	-8,100.00	0.00 %
CostCenter: 75470 - BILLBOARDS Total:		0.00	0.00	8,100.00	8,100.00	-8,100.00	0.00%
CostCenter: 75500 - DOWNTOWN DEV AUTHORITY							
100-75500.521201	AUDIT COST	0.00	0.00	0.00	4,700.00	-4,700.00	0.00 %
100-75500.527000	APPROPRIATIONS	6,200.00	6,200.00	517.00	4,136.00	2,064.00	33.29 %
CostCenter: 75500 - DOWNTOWN DEV AUTHORITY Total:		6,200.00	6,200.00	517.00	8,836.00	-2,636.00	-42.52%
CostCenter: 75510 - MAIN ST ADVISORY BD REST							
100-75510.521312	ARTIST FEES	0.00	3,100.00	0.00	3,250.00	-150.00	-4.84 %
100-75510.522300	RENTALS	0.00	1,400.00	0.00	1,393.00	7.00	0.50 %
100-75510.523300	ADVERTISING	0.00	100.00	0.00	40.00	60.00	60.00 %
100-75510.523850	CONTRACT LABOR	0.00	2,500.00	0.00	2,753.00	-253.00	-10.12 %
100-75510.523851	SECURITY SERVICES	0.00	300.00	0.00	290.00	10.00	3.33 %
100-75510.531100	OPERATING SUPPLIES	0.00	11,400.00	0.00	11,358.23	41.77	0.37 %
100-75510.531600	INVENTORY EQUIPMENT	0.00	8,500.00	2,079.32	10,579.32	-2,079.32	-24.46 %
100-75510.531660	AWARDS	0.00	2,000.00	0.00	2,155.75	-155.75	-7.79 %
CostCenter: 75510 - MAIN ST ADVISORY BD REST Total:		0.00	29,300.00	2,079.32	31,819.30	-2,519.30	-8.60%
CostCenter: 75511 - MAIN ST ADVISORY BD-CITY							
100-75511.523701	MANDATORY TRAINING	300.00	0.00	0.00	0.00	0.00	0.00 %
100-75511.523702	VOLUNTARY TRAINING	300.00	0.00	0.00	0.00	0.00	0.00 %
100-75511.573001	FACADE GRANT	8,000.00	0.00	0.00	0.00	0.00	0.00 %
CostCenter: 75511 - MAIN ST ADVISORY BD-CITY Total:		8,600.00	0.00	0.00	0.00	0.00	0.00%
CostCenter: 75512 - FARMERS MARKET							
100-75512.522300	RENTALS	2,500.00	2,500.00	107.00	321.00	2,179.00	87.16 %
CostCenter: 75512 - FARMERS MARKET Total:		2,500.00	2,500.00	107.00	321.00	2,179.00	87.16%
CostCenter: 75630 - PERRY-HO CO AIRPORT AUTH							
100-75630.527000	APPROPRIATIONS	44,600.00	44,600.00	3,717.00	29,736.00	14,864.00	33.33 %
CostCenter: 75630 - PERRY-HO CO AIRPORT AUTH Total:		44,600.00	44,600.00	3,717.00	29,736.00	14,864.00	33.33%
CostCenter: 77050 - FIRE DEPT CAPITAL							
100-77050.542200	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							
100-77060.542200	VEHICLES	565,000.00	565,000.00	0.00	289,884.00	275,116.00	48.69 %
CostCenter: 77060 - POLICE DEPT CAPITAL Total:		565,000.00	565,000.00	0.00	289,884.00	275,116.00	48.69%
CostCenter: 77070 - PUBLIC WORKS CAPITAL							
100-77070.542200	VEHICLES	105,000.00	105,000.00	0.00	155,035.29	-50,035.29	-47.65 %
100-77070.542500	EQUIPMENT	178,000.00	178,000.00	0.00	56,045.00	121,955.00	68.51 %
CostCenter: 77070 - PUBLIC WORKS CAPITAL Total:		283,000.00	283,000.00	0.00	211,080.29	71,919.71	25.41%
CostCenter: 77080 - RECREATION CAPITAL							
100-77080.542200	VEHICLES	0.00	22,300.00	0.00	22,300.00	0.00	0.00 %
CostCenter: 77080 - RECREATION CAPITAL Total:		0.00	22,300.00	0.00	22,300.00	0.00	0.00%

Downtown Perry - 2025 Work Plan

Transformation Strategy #1: Placemaking			
Why? As Downtown Perry continues to grow and evolve, fostering an inclusive environment that unites the community is essential. Additionally, Perry's participation in the two-year Georgia Economic Placemaking Collaborative will place placemaking at the heart of our workplan and strategy over the next two years.			
Goal 1	Goal 2	Goal 3	Goal 4
Wildly Important Goal			
Active participation and execution of Georgia Economic Placemaking Collaborative program.	Create an active environment beyond the traditional retail hours (Third Space).	Combining past & present by integrating the two into public spaces to inform residents & visitors.	
Repeat Annual Responsibilities			
<ol style="list-style-type: none"> 1. Increase social media presence to promote Downtown Perry 2. Build Volunteer Base (We Speak Perry) 3. Promote open container district. 4. Host annual events that give life to downtown. 			

Downtown Perry - 2025 Work Plan

Transformation Strategy #1: Placemaking					
Goal 1: Active participation and execution of Georgia Economic Placemaking Collaborative (GEPC) program.			Define Success: Completing the 2-year program and preparing an actionable Placemaking Plan.		
Partners: Georgia Placemaking Collaborative, Placemaking Committee, local artists, GMA, Georgia Tech Mentor					
Task	Board Member(s) Responsible	Staff Responsible	Due Date	Progress	Budget
1. Attend the two retreats each year.	N/A	Alicia	Ongoing	Ongoing	\$0
2. Meet with local community team on a regular basis.	Trish, Cory	Alicia	Ongoing	Ongoing	\$0
3. Maintain GEPC Tracking Worksheets.	Community Team	Alicia	Ongoing	Ongoing	\$0
4. Actively engage City Council, DDA, HPC, merchants, and community to strengthen working relationship.	All	Alicia	Ongoing	Ongoing	\$0
5.					\$0
6.					\$0
7.					\$0
				Total	\$0

Downtown Perry - 2025 Work Plan

Transformation Strategy #1: Placemaking	
Goal 2: Create an active environment beyond the traditional retail hours (Third Space).	Define Success: We would identify success as there being a noticeable increase in visitors lingering and being active downtown outside of retail hours.
Partners: City Special Events Office, Georgia Economic Placemaking Collaborative	

Task	Board Member(s) Responsible	Staff Responsible	Due Date	Progress	Budget
1. Research and obtain quotes on passable entertainment, conversation pits, interactive public art, etc.	Cory, Wade	Alicia	Spring 2024	Ongoing	\$0
2. Incorporate new benches / seating on Main Street and in parks.	Jim	Alicia	Need info	Need info	\$2,000
3. Utilize social media to promote downtown businesses.	Andrew, Grace	Alicia	Weekly	Ongoing	\$0
4. Promote placemaking through education outreach.	All	Alicia	Ongoing	Ongoing	\$0
5. Continue the brick sidewalk and street lighting through the downtown district.	Wade	Alicia	Need info	Need info	\$0
6. Implement the Small Area Plan	Wade	Alicia	Need info	Need info	\$0
7. Encourage downtown businesses to be more actively engaged (e.g. Meetings, CVB podcast, discounts, etc.)	Andrew, Grace	Alicia	Need info	Need info	\$0
				Total	\$0

Downtown Perry - 2025 Work Plan

Transformation Strategy #1: Placemaking	
Goal 3: Create public spaces that weave together the city's history and present-day identity, offering engaging experiences for residents and visitors.	Define Success: As part of the city's 200th birthday celebration, the downtown's unique story is more widely recognized, with public spaces sparking a greater appreciation for its history and sense of place.
Partners: Historic Preservation Commission, Perry Area Historical Society.	

Task	Board Member(s) Responsible	Staff Responsible	Due Date	Progress	Budget
1. Work with property owners and/or business owners to identify which solutions would be preferred.	Valerie	Alicia	Spring 2024	Need Info	\$0
2. Support Historic Preservation Commission in designating historic commercial district (e.g. Marketing materials, discussion, etc.).	All	Alicia	Ongoing	Ongoing	\$0
3. Offer historic tours / storytelling events.	Corey, Jim, Valerie	Alicia	Need info	Need info	\$0
4. Promote the downtown historic buildings during National Preservation Month (e.g. social media, QR codes, etc.)	Corey, Jim, Valerie	Alicia	May	Ongoing	\$0
5.					\$0
6.					\$0
7.					\$0

Downtown Perry - 2025 Work Plan

			Total	\$0
Transformation Strategy #2: Beautification Initiatives & Design				
Why? It is essential to preserve, enhance, and expand upon the beautification efforts already accomplished.				
Goal 1	Goal 2	Goal 3	Goal 4	
Wildly Important Goal				
Improve / expand lighting in downtown.	Enhance seasonal décor – not just Christmas.			
Repeat Annual Responsibilities				
<div>1. Promote façade grants</div> <div>2. Maintain lighted trees and hanging orbs</div> <div>3. Holiday photo opportunities</div> <div>4. Alleyway project maintenance.</div> <div>5. Regular seasonal maintenance of trees, planters, and pine straw.</div>				

Downtown Perry - 2025 Work Plan

Transformation Strategy #2: Beautification Initiatives & Design	
Goal 1: Improve / expand lighting in downtown.	Define Success: Enhanced safety, increased nighttime activity, and improved community satisfaction with the lighting improvements.
Partners: Local Utility Providers, Chamber of Commerce, Local Civic Groups, Grant & Funding Agencies	

Task	Board Member(s) Responsible	Staff Responsible	Due Date	Progress	Budget
1. Identify strengths and weaknesses of current light assessment.	Need Info	Alicia	Fall 2024	Need Info	\$0
2. Prioritize areas for lighting improvement throughout the entire downtown district.	Need Info	Alicia	Need info	Need info	\$0
3. Identify funding to repair / install additional lights.	Need Info	Alicia	Summer 2025	Need Info	\$0
4.					\$0
5.					\$0
6.					\$0
7.					\$0
				Total	\$0

Downtown Perry - 2025 Work Plan

Transformation Strategy #2: Beautification Initiatives & Design	
Goal 2: Enhance the experience of downtown.	Define Success: Annual landscaping and multi-seasonal décor, in addition to Fall and Christmas.
Partners: Promotions Committee, Public Works	

Task	Board Member(s) Responsible	Staff Responsible	Due Date	Progress	Budget
1. Establish a plan for additional seasonal decor.	Need Info	Alicia	Summer 2025	Need Info	\$0
2. Execute seasonal décor.	Need Info	Alicia	Summer 2025	Need Info	\$0
3. Access downtown landscaping.	All	Alicia	Spring 2025	In Progress	\$0
4.					\$0
5.					\$0
6.					\$0
7.					\$0
				Total	\$0

Downtown Perry - 2025 Work Plan

Transformation Strategy #3: Arts & Entertainment			
Why? The board has expressed an interest in Public Art and bringing more regular entertainment to Downtown Perry.			
Goal 1	Goal 2	Goal 3	Goal 4
Wildly Important Goal			
Have pop-up entertainment on Thursday or Friday evenings to generate liveliness in the evening hours.	Streaming music through speakers on light poles.	Concerts on the Lawn (Long-Term Goal).	
Repeat Annual Responsibilities			
<ol style="list-style-type: none"> 1. Promote public art through social media spotlights or walking tours. 2. Develop a calendar of arts and entertainment events. 3. Maintain relationships with local art councils, non-profits, etc. 			

Downtown Perry - 2025 Work Plan

Transformation Strategy #3: Arts & Entertainment	
Goal 1: Have pop-up entertainment on Thursday or Friday evenings to generate liveliness in the evening hours.	Define Success: Increase in evening activity, a stronger sense of community, and greater attraction for both residents and visitors.
Partners: Local artists, Visit Perry (CVB), downtown businesses	

Task	Board Member(s) Responsible	Staff Responsible	Due Date	Progress	Budget
1. Expand “Live at Five” Program	Need Info	Alicia	Ongoing	Ongoing	\$0
2. Survey the community to get input on the types of entertainment they would like to be offered.	Need Info	Alicia	Need Info	Need Info	\$0
3. Create a consistent brand for pop-up events to build recognition and to use when marketing.	Need Info	Alicia	Need Info	Need Info	\$0
4. Monitor and evaluate each event to refine future events (e.g. track attendance, community feedback, etc.)	Need Info	Alicia	Need Info	Need Info	\$0
5.					\$0
6.					\$0
7.					\$0
				Total	\$0

Downtown Perry - 2025 Work Plan

Transformation Strategy #3: Arts & Entertainment	
Goal 2: Streaming music through speakers on light poles.	Define Success: Actively streaming music in Downtown Perry.
Partners: City, Utility Provider, Visit Perry (CVB)	

Task	Board Member(s) Responsible	Staff Responsible	Due Date	Progress	Budget
1. Research solutions and hardware providers.	Need Info	Alicia	TBD	In Progress	\$0
2. Purchase and install speaker hardware.	Need Info	Alicia	TBD	TBD	\$15,000
3. Purchase license to stream music.	Need Info	Alicia	TBD	TBD	TBD
4. Host a ribbon cutting event with a playlist launch.	Need Info	Alicia	TBD	TBD	\$0
5. Promote on social media.	Andrew, Grace	Alicia	TBD	TBD	\$0
6. Seek feedback on how the atmosphere impacts foot traffic and customer experience.	Need Info	Alicia	TBD	TBD	\$0
7.					\$0
				Total	\$0

Downtown Perry - 2025 Work Plan

Transformation Strategy #3: Arts & Entertainment					
Goal 3: Concerts on the Lawn (Long-Term Goal)			Define Success: Creating a vibrant, community-driven concert series that enhances downtown's identity, attracts people, and builds momentum for future growth.		
Partners: Community Organizations, Local Businesses, Sponsors, and Media					
Task	Board Member(s) Responsible	Staff Responsible	Due Date	Progress	Budget
1. Establish a “Concerts on the Lawn” Committee (e.g. board members, city partners, and local music enthusiasts).	Need Info	Alicia	Need Info	Need Info	\$0
2. Meet with the city to discuss permitting, noise ordinances, alcohol policies, public safety requirements, etc.	Need Info	Alicia	Need Info	Need Info	\$0
3. Develop a budget / estimated event cost.	Need Info	Alicia	Need Info	Need Info	\$0
4. Secure funding (e.g. Sponsorships, sell VIP tables, etc.)	Need Info	Alicia	Need Info	Need Info	\$0
5. Market and promote the event(s) through branded logo, social media, website, branded merchandise sales, etc.	Need Info	Alicia	Need Info	Need Info	\$0
6.					\$0
7.					\$0
				Total	\$0