

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 21st 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 11th

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 8th.

Ms. Hartley advised Village Boutique will open January 4th at 904 Carroll St, Lanier Hays Designs on January 3rd at the former Recollections by Lynn, Bodega Brew will begin Saturday brunch January 4th, 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 11th is the sidewalk sale; there were not enough participants for the event center space. April 18th 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.

Approved 02.06.25