



Main Street Advisory Board

Agenda – January 7, 2026 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. Election of 2026 officers
 - b. Committee Roles & Responsibilities
 - c. Appointment of Committee Chairs
 - d. Approve December 4, 2025, minutes
 - e. Approve November 2025 financials
6. Chairman Items
7. Downtown Manager's Report
 - a. Downtown Projects update
8. Promotion Committee Report
9. Other
10. Adjourn

All meetings are open to the public unless otherwise posted

Promotions Committee

Mission: To promote Downtown Perry through engaging events, marketing, and partnerships that strengthen its image and economic vitality.

Annual Goal(s):

- A. Purpose & Scope**
 - a. Supports downtown marketing, events, and branding
 - b. Provides ideas, feedback, and volunteer support
- B. Responsibilities & Typical Activities**
 - a. Brainstorm event concepts and explore what is successful/unsuccessful for other Main Street Programs
 - b. Assist with event logistics and volunteers
 - c. Review promotion themes, campaigns, and projects
 - d. Help identify partnership & fundraising opportunities
- C. Membership & Composition**
 - a. Ideal size of 7-10 members
 - b. Mix of board members, downtown business/property owners, or downtown business managers
 - c. Committee chair appointed by the Main Street Board
- D. Time Commitment**
 - a. Meetings are monthly at 12pm on the 3rd Wednesday of each month at Perry City Hall's Economic Development Conference Room
 - b. 75% annual attendance is expected
 - c. Event volunteer participation
- E. Decision-Making Authority**
 - a. Committee brainstorms and makes recommendations. Staff and the Perry Main Street Board approve.
 - b. Committee chair reports back to the Main Street Board during monthly board meetings

Design & Placemaking Committee

Mission: To enhance Downtown Perry's physical character and sense of place through design-focused and placemaking initiatives.

Annual Goal(s):

- A. Purpose & Scope
 - a. Supports downtown aesthetics, public spaces, and physical improvements
 - b. Advises on façades, streetscapes, landscaping, and placemaking concepts
 - c. Does not regular private property or replace zoning or Historic Preservation Commission review
- B. Responsibilities & Typical Activities
 - a. Recommend placemaking projects and attend Georgia Economic Placemaking Collaborative retreats/events on an as needed basis
 - b. Review design concepts for Main Street led projects
 - c. Gives opinions and input in City led projects
 - d. Develop long-range design priorities
- C. Membership & Composition
 - a. Ideal size of 5-7 members
 - b. Mix of board members, downtown business/property owners, residents, and design/creative professionals
 - c. Committee Chair appointed by the Main Street Board
- D. Time Commitment
 - a. Meetings are monthly at 4pm on the 4th Wednesday of each month in the Economic Development Conference Room at City Hall
 - b. 75% annual attendance is expected
 - c. Project volunteer participation on an as needed basis
- E. Decision-Making Authority
 - a. Committee brainstorms and makes recommendations. Staff and the Main Street Board approve.
 - b. Committee chair reports back to the Main Street Board during monthly board meetings

Main Street Advisory Board
Minutes – December 4, 2025,

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

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

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

2. Guests/Speakers – Anya Turpin – Visit Perry – advised in the process of updating website and visitors guide with the current rebranding and open to any feedback.

Ms. Hartley advised she had received a request from the Chamber for a donation of downtown dollars for the upcoming annual chamber meeting; she had advised it has been the policy of the board not to provide monetary donations; but advised chamber president, Ms. Maggie Schuyler she would bring forth. It was the consensus of the board not to provide the gift certificate, but to provide a gift basket with downtown promotional items.

3. Citizens with Input - None

4. Old Business

a. Holiday Décor Guidelines Update – Ms. Hartley advised from last meeting, management had concerns with temporary holiday decorations being placed in the right of way, she has drafted a policy that incorporates that, along with outdoor dining tables, sidewalk racks, seasonal décor, etc. and is with the city attorney for review; once feedback is received will bring back for further discussion.

5. New Business

- a. Certificate of Appropriateness Review – 1003 Swift Street

Ms. Hartley advised the applicant proposes an external refresh of an existing commercial retail building which also hosts a car washing facility. From the staff report it was noted, the two sections of the building were constructed at different times, with the car wash being built in 1989 and the retail portion in 1999 per Houston County records. Refreshed paint is anticipated to improve the appearance of the building sections from their current status, while not significantly changing their presentation near a significantly trafficked intersection. The applicant proposes to use the Downtown approved color palette with the awning proposed to be Tricorn Black – 6258, the brick body of the buildings Brush Blue – CW 675, and the upper paneling Boothbay Gray – HC 165.

Director Lay motioned to recommend approval as presented; Director Moore seconded; all in favor and was unanimously recommended for approval.

- b. Façade Grant Application Review – 1003 Swift Street

Ms. Hartley advised the applicant has requested funding in the amount of \$1000 for the painting as noted in the COA application, and staff is recommending approval.

Director Presswood motioned to approve the façade grant in the amount of \$1000 for painting as presented; Director Moore seconded; all in favor, and was unanimously approved.

c. Approve façade grant reimbursement – 1218 Main Street

Ms. Hartley advised the work has been completed and is recommending payment of \$2500 that was previously approved.

Director Anderson-Cook motioned to approve reimbursement of \$2500; Director Presswood seconded; all in favor and was unanimously approved.

d. Approve November 6, 2025, minutes

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

e. Approve October 2025 financials

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

6. Chairman Items – Chairman Cossart advised Small Business Saturday was busy; had seen the story on 13 WMAZ, however, the footage was out of date and suggested being proactive next year to ensure a media release is sent. Due to the January meeting being on a holiday would be rescheduled to the 7th; the board concurred.
7. Downtown Manager's Report
 - a. Downtown Projects update – Ms. Hartley advised Scoopology opens Dec. 6th, new owner of Swift Street Laundry, Preferred Trophies opens Dec. 12th. Key to Downtown District presentation for Rosales Enterprises and Patio on Carroll Dec. 12th. Downtown audio equipment is scheduled for delivery mid-December. Placemaking received a \$2000 grant, and the Welcome park table will be presented to Council on December 16th. For 2026 is considering holiday ornament fundraiser and provided examples; the board concurred to move forward. Advised of upcoming training.
 - b. 2025 Self-Assessment – Standards 5 and 6 self-review – Ms. Hartley reviewed and noted will be presenting mid-January.
8. Promotion Committee Report – Ms. Hartley advised the historic trolley tours sold out, Winter Wonderland is Dec. 13th and preparations have commenced for 2026.
9. Other- none
10. Adjourn: there being no further business to come before the board the meeting was adjourned at 4:47 pm.

November 2025 Financials MSAB Restricted

Category	This Month	YTD Total	Notes
Reserve Balance as of 10/31/2025	\$ 57,880.61		
Revenues	\$ 510.00		Trolley Tickets
Expenses	\$ 1,544.68		Elsa & Olaf, Keys to District, Beer Tasting Ticket Refund
Ending Balance (11/30/2025)		\$ 56,845.93	
November Board Spending Approvals	Amount		