

Main Street Advisory Board
Minutes - March 5, 2026

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

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

Staff: Alicia Hartley – Downtown Manager, Holly Wharton – Economic Development Director, Tabitha Clark – Communications Director, Becky Wilson- Visit Perry, and Christine Sewell – Recording Clerk

Guests: Joy Peterson, Robbie Russell, Sue Lay, and Mr. Patel – owner of Swan Motel

2. Guests/Speakers

- a. Tabitha Clark, Communications Director – Ms. Clark as a reminder was there to support the board in their communication efforts for events and news. As well, a reminder of social media posting, the city cannot ask you not to post but would like you to be aware that what is posted is factual information and if there is something of concern, to contact her or Ms. Hartley. She also advised Houston County EMA was now handling the alert notifications with the new platform and the transition has been well received and there are currently 5000 subscribers
- b. Ms. Becky Wilson – Visit Perry – provider a flyer of an upcoming promotion Easy Peezy Pimento Cheese that will be April 9th – 19th with participating restaurants . Street Cred promotion will be handed out at the fairgrounds conventions and shows as a way to encourage visits to downtown and participating businesses will offer a discount. Hilton Garden Inn will be hosting a blood drive on March 13th. Ms. Wilson gauged interest in an earth cam which is in the early discussion stage; cameras would be considered for downtown and possibly the fairgrounds; the board liked the concept.

3. Citizens with Input – None

4. Old Business

- a. Christmas Ornament Quote Review – Ms. Hartley advised a price break of a dollar is given if 500 are purchased in lieu of 250 at \$13 each. Director Lay asked how they would be sold; Ms. Hartley advised the first-year staff would handle in-house, have available at events and board members could sell as well. Director Lay motioned to purchase 250 ornaments at \$13 each; Director Presswood seconded; all in favor and was unanimously approved.

5. New Business

- a. COA 0023-2026 – 806 Commerce Street – Small rear storage building addition (for board comment only, HPC review on 3/10/2026)

Ms. Hartley advised the applicant proposes a 16' x 5' shed addition to the west side of the Muse Theater. The addition will be used to store chairs and tables associated with the event venue. The shed will have board and batten siding with a cedar shake shingle roof. Colors will match those already used in the complex, is removable and will not permanently alter the historic integrity of the building or environment. The shed design is in keeping with adopted local design guidelines for additions, in that it respects the

character of the existing building and is relatively shielded from public view via placement within a larger existing courtyard. Choices of building materials were intentionally chosen to complement the building's presence and encourage the strength of ongoing business operations. The addition is also reversible with a limited loss of historic materials and elements. A similar shed with slightly larger dimensions was previously issued a Certificate of Appropriateness by the Main Street Advisory Board in 2023, however was not constructed within the permitted time frame.

Director Lay advised the shed had already been constructed; staff will confirm. The board had no additional comment.

- a. Approve February 5, 2026, minutes

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

- b. Approve January 2026 financials

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

6. Chairman Items – advised three weeks ago attended with Ms. Hartley, and Director Cossart and Robert Smith the city's annual in person three-year Main Street assessment, which went very well and now waiting on the full report.
7. Downtown Manager's Report
 - a. Downtown Projects update – Ms. Hartley advised FRVA (Family RV Association) community concert is March 19th, parklet improvements have been presented to council and will use a phased approach, the downtown audio equipment installation will be the week of March 9th, placemaking will be focusing on landscaping, and advised of upcoming training opportunities.
8. Promotion Committee Report – Ms. Hartley provided feedback from the Galentines Day shop late, upcoming Story Walk during spring break and Brunch & Bouquets. The board was asked if they would like to have Drink & Dine again during the summer; the board concurred to do so.
9. Other
 - a. Jernigan Street Small Area Plan project – Ms. Hartley advised the stakeholder meeting had been held, and the following were raised for improvement: Sidewalks & Crosswalks, Parking & Road Improvements, Public Spaces, and Infrastructure. Each board member was given “play money” and asked to place under the four categories where they saw fit. Ms. Hartley reminded the board and guests; the plan does not guide private development and there is no funding at this point in time tied to the plan. The board commenced with exercise.
10. Adjourn: there being no further business to come before the board the meeting was adjourned at 4:48pm.

Approved 04.02.26

