

Main Street Advisory Board
Minutes - April 2, 2026

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

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

Staff: Alicia Hartley – Downtown Manager, Joe Duffy – Community Development Director, Anya Turpin – Visit Perry, and Christine Sewell – Recording Clerk

2. Guests/Speakers Ms. Turpin provided an update on current projects, which included expanding marketing at state welcome centers and shared examples. Advised there are nine participating restaurants for the upcoming Easy Peasy Pimento Cheese week.
3. Citizens with Input – None
4. Old Business- None
5. New Business

- a. Certificate of Appropriateness Review – 1208 Washington Street

Mr. Duffy advised the applicant proposes a 27 square foot acrylic sign with a vinyl overlay that is 6’6” tall to replace the existing internally luminated sign. The sign requires a COA to meet the requirements of current city ordinances. The current sign is internally illuminated and was approved in 2018, prior to the most recent sign ordinance updates. Monument signs in the C-3, Central Business District, and the Downtown Development Overlay District are only allowed to be internally illuminated by Certificate of Appropriateness, granted by the Main Street Advisory Board. The sign is proposed to be connected to existing electrical infrastructure. It features a mostly opaque panel that allows light to come through the logo, letters, and sides of the sign. It does not appear that external illumination of the sign would cause a hazard to visitors to the bank or vehicular traffic and the sign does comply with the City’s sign ordinance. The wattage and lumen counts are the equivalent of a 60w lightbulb shining through each letter, the sides, and the logo. The brightness is then filtered through the acrylic that the sign is made of, and a vinyl overlay that creates the green color pictured on the proposed designs. It should not disrupt the pattern of more muted lighting in current signage in the Downtown Development Overlay District.

Ms. Hartley advised, as noted by Mr. Duffy, the request presented is required to come through the board, whereas internally lit wall signs are not permitted in the downtown district and would not.

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

- b. Memo regarding VIP Snack for Wine Tasting

Ms. Hartley advised, following the Request for Proposals (RFP) issued for VIP Area light snacks for the Spring Wine Tasting, three proposals were received and evaluated using a standardized scoring rubric. All submissions were reviewed based on menu quality, suitability for the event, budget alignment, logistics, and overall fit with the goals of the

Perry Main Street Program and the Spring Wine Tasting. The highest-scoring proposal included a collaboration with a non-downtown business, which does not align with the RFP language specifying that collaborations between Downtown Perry restaurants were welcome. The second proposal, while slightly lower in score, fully aligns with all RFP requirements, including: Representation of Downtown Perry businesses, Clear adherence to event needs and logistics, and Appropriate menu offerings for the VIP experience and wine tasting event.

Ms. Hartley noted, the purpose of the Spring Wine Tasting is to support and promote Downtown Perry businesses and financially support the initiatives outlined by the Main Street Advisory Board work plan. Selecting a proposal that includes a non-downtown partner could set an unintended precedent and create challenges in maintaining clear and consistent expectations for future opportunities. Maintaining alignment with the intent of the RFP and the broader Main Street work plan is critical to ensuring transparency, fairness, and long-term program integrity. Therefore, based on the evaluation and alignment with program goals, it is staff's recommendation that the Board select the proposal that fully complies with the RFP requirements and represents Downtown Perry businesses, despite not receiving the highest numerical score.

Chairman Moore advised in previous years, there has been one vendor and the promotions committee elected to open the process with the RFP to allow for proposals from other downtown restaurants and is bringing to the board for transparency and the concern with the collaboration. Chairman Moore felt if selected a precedent would be set; Director Anderson-Cook advised a request had been submitted for an outside the district vendor and they were advised no. Ms. Hartley reiterated the RFP was clear and would defer to the board for the final decision.

Director Cossart motioned to accept staff's recommendation for the acceptance of the second proposal; Director Walker seconded; all in favor and was unanimously approved.

c. Approve March 5, 2026, minutes

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

d. Approve February 2026 financials

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

6. Chairman Items – Chairman Moore advised the alleyway needs some attention; it appears there is a lack of maintenance. Ms. Hartley advised she will review the contract, as well a meeting has been scheduled with the landscaping contractor and will address with them. Chairman Moore inquired about the planters and when they will be re-potted; Ms. Hartley advised she will reach out to Public Works for an update and Director Cossart suggested when a new director is in place have discussion regarding the downtown landscaping. Ms. Hartley advised DDA is interested in doing a smaller project and have suggested lighting for the alleyways and will bring forth additional information.

7. Downtown Manager's Report

- a. Downtown Projects update – Ms. Hartley advised Caty’s on Carroll sold and is now the Four M Boutique; the FRVA concert had 2,000 attendees, the Jernigan Street Small Area Plan is being finalized, the city’s Comp Plan update is in motion and will be providing information for survey participation. Will be providing quarterly updates to Council with the Chairman and Vice Chair and encourages everyone to attend if possible. Advised of upcoming training opportunities.
8. Promotion Committee Report – Director Anderson-Cook inquired about an allocation for the summer Drink & Dine program; Ms. Hartley suggested \$1000.00. Director Anderson-Cook motioned to authorize expenditure in the amount of \$1000 for the summer Drink & Dine program; Director Cossart seconded; all in favor and was unanimously approved.

Director Anderson-Cook advised the June Brunch & Boutique now has 10/12 stops and participating merchants will be offering incentives for the day of the event.

9. Other- Director Walker presented a new event Porch Fest, which consists of a mini neighborhood music festival, on porches. Has been presented to the promotion committee, who are on board and the process will begin for planning in 2027.
10. Adjourn: there being no further business to come before the board the meeting was adjourned at 5:01pm.

Approved 05.07.26