

Main Street Advisory Board  
Meeting Minutes – February 7, 2019

1. Call to Order – Chairman Cossart called the meeting to order at 5:00 p.m.

Roll: Directors Trish Cossart, Terre Walker, Bill Loudermilk, Andrew Presswood, and Steve Aydelott

Absent: Director Yetoria DeShazier

Staff: Ashley Hardin – Director of Economic Development, Haley Myers – Special Events Coordinator, Ellen Palmer – Digital Manager, Robert Smith – Assistant City Manager and Cyndi Houser, recording clerk.

Ex-officio(s) – Darlene McLendon

Guests: Amanda Fiebig and Kristin Moriarty – Houston Home Journal

2. Invocation – Director Loudermilk gave the invocation.
3. Adopt Meeting – Director Walker motioned to adopt the February 7, 2019, meeting agenda. Director Aydelott seconded the motion, and it passed unanimously.
4. Ms. Hardin deviated from the agenda to announce that Ms. Myers had been offered and accepted the position of Main Street Coordinator for the City of Perry. Board members welcomed her in her new position; Ms. Myers gave a brief summary of her goals in the new position.
5. Approve January 3, 2019 meeting minutes – Director Walker moved to approve the January 3, 2019 meeting minutes as submitted; Director Presswood seconded and it carried unanimously.
6. Approve December 2018 and January 2019 Financials – Director Walker requested the line item showing \$2,670.00 for meetings be moved to another cost center reflecting the amount is for the Promotion Committee. Director Walker then moved to approve the financials subject to the correction requested; Director Presswood seconded and it carried unanimously.
7. Old Business
  - a. Economic field trip to Greensboro, GA. Ms. Hardin advised that a slot had come open for the workshop to be held in Greensboro on February 26<sup>th</sup>. The workshop will cover laws and regulations for mini-breweries in a community. It is an all day trip, but the group will be back by 5:00 pm in order to attend the public forum from DCA at the Perry Arts Center.

8. New Business

a. Election of officers – After a discussion, Director Aydelott moved to continue with the current slate of officers. Director Presswood seconded the motion and it was unanimously approved. The officers for 2019 will be: Chairman Trish Cossart; Vice-chairman Bill Loudermilk and Secretary-Treasurer Terre Walker.

b. Confirm Amanda Fiebig to fill the vacancy for the business/property owner position – Ms. Hardin gave a brief background for Ms. Fiebig noting she meets the qualifications for the current vacancy. Director Loudermilk moved to recommend Ms. Fiebig for the business/property owner position on the Main Street Advisory Board; Director Aydelott seconded and it carried unanimously. The recommendation will be sent to Council for appointment.

c. Discuss/Review Downtown Parking Assessment by Middle Georgia Regional Commission – Ms. Hardin and Ms. Myers provided a summary of the study. The assessment noted there are also parking spaces owned by businesses which could be used when an event is taking place downtown. It was suggested that the businesses be contacted to assure they would partner with the City, the downtown merchants and Main Street during events which usually take place after business hours. A discussion was held covering other types of traffic calming measures, who would have liability for accidents in a parking lot, and better signage for parking. Mr. Smith reported that new signage is being fabricated now and would be installed sometime in March.

9. Discuss Work Plan and Accreditation Status

a. Review Accreditation Assessment Status – DCA received the triennial oral presentation on January 22. During the open dialog following the PowerPoint, the panel suggested more focus on economic and business development, resources that were available, working more closely with DDA, keeping Main Street in the public and telling the story. The number of events and types are a high priority with Main Street. A retreat type workshop is being planned in conjunction with DDA to work on creating more measurable goals and cooperating on the projects. Ms. Myers noted that Perry has kept their Classic Main Street designation.

10. Chairman Cossart welcomed Haley Myers as Main Street Coordinator and Amanda Fiebig as a Board Member.

11. Main Street Coordinator's report – Ms. Hardin advised the Board that the spring banners have been ordered. The Board's consensus was to have them installed before the Peaches to Beaches Yard Sale on March 9&10. Ms. Myers advised she is working on her Main Street Accreditation.

12. Committee Reports:

- a. Design Committee – Committee Chairman Walker reported the design changes for 907 & 909 Carroll Street and the design for 1012 Main Street (a coffee shop) were approved. The banner frame was installed at Crossroads Park and the first sign says “Welcome to Downtown Perry”. Landscaping was also completed around the sign.
  - b. Promotion Committee – Ms. Myers reported for the Committee. They are planning more fundraisers, are creating goals and a purpose; working on flyers for the “Choose Local” campaign in the fall, as well as other promotional pieces which will tell the Main Street story.
13. Update on Downtown Development Authority –Chairman Aydelott reported that following the parking study, they will use MGRC to help plan for long development. MGRC is developing new software and asked the Perry to try out the software in exchange for no charge. One of the features of the software is the ability to create 3-D renderings of possible buildings He also noted that a document is being developed which tells a developer the process needed for working with the City of Perry from step one to the final approval. It was suggested that a link be created from the DDA page on the website for this document. Two developers have expressed interest in the downtown area including the old courthouse. However, because the replacement windows installed several years ago do not meet historic criteria, tax credits are not available.
14. Other:

Director Walker asked about updating the work plan. Ms. Myers & Ms. Hardin will be working on this item next week. Director Walker suggested that name tags be purchased for the board members

Director Presswood asked for an updated list of the board and committee members. Ms. Houser advised she is currently working on that document.

Director Loudermilk reported that the update on the Perry Cleaners building is looking even better with the white paint. Owner Terry Mullis offered a blank wall in the event the Board or Committee would like to use it for a mural.
15. Adjourn – Director Presswood moved to adjourn the meeting at 5:55 p.m.; Director Loudermilk seconded, and it carried unanimously.