

Main Street Advisory Board
Minutes – March 2, 2017

1. Call to Order – Chairman Bill O’Neal called the meeting to order at 5 p.m.

Roll: Chairman O’Neal, Directors Kelly Hillis, John Hulbert and Andrew Presswood.

Absent: Directors Terre Walker, Trish Cossart and Bill Loudermilk

Staff: Catherine Edgemon, Main Street Coordinator, and Trisha McMillan, Recording Clerk

2. Guests/Speakers – none
3. Review February 5, 2017 meeting minutes – Director Presswood made a motion to approve the February 2, 2017, minutes, and Director Hulbert seconded the motion. The minutes were approved unanimously.
4. Review February 2017 financial reports – Ms. Edgemon gave the February 2017 financial report. Director Hillis made a motion to approve the February 2017 financials as presented, and Director Presswood seconded the motion. The financials were unanimously approved.

Among upcoming expenses, Ms. Edgemon said the billboard contract has been executed between billboard owners, the Frees, and the City of Perry. Ms. Edgemon contacted Alan Haynes at Creative Signs; the cost will be \$2,555 to manufacture and install the billboard skins, along with a payment of \$120 for him to measure the billboard. This billboard will be funded from the city’s marketing allocation to Main Street.

5. Old Business
 - a. Review city email address request process – Per Ms. Edgemon all Main Street committees and boards will be going paperless in the near future. She reminded board members to let her know if they would like a city email address.
6. New Business
 - a. Appoint Jodi Daley to Promotion Committee – Director Hillis made a motion to authorize Jodi Daley’s appointment to the Promotion Committee. Director Hulbert seconded the motion. The motion was unanimously approved.
 - b. Review façade grant application addition to make alley improvements eligible for grants Ms. Edgemon said the Design Committee would like to amend the façade grant program to allow enhancements to the alley behind a building, including lighting, trash receptacle, landscaping and painting façade facing the alley. Applicants will be eligible for a maximum of a \$750 match. Director Hillis made a motion to approve the amendment to the facade grant program. Director Presswood seconded the motion. The motion was unanimously approved.

7. Discuss work plan and accreditation status – Ms. Edgemon reviewed the work plan and the proposed updates to reflect current assessment requirements. Director Presswood made a motion to approve the work plan with the proposed changes, and Director Hulbert seconded the motion. It was unanimously approved.
 - a. Review FY 2018 budget request – Director Hillis made a motion to approve the FY 2018 Main Street budget request as presented, and Director Hulbert seconded the motion. The FY2018 budget request was unanimously approved.

Ms. Edgemon told members that she will attend the National Main Street conference in Pittsburg, Pennsylvania, and asked if anyone else would like to attend. Director Presswood requested additional information.

8. Chairman Items – none

9. Main Street Coordinator’s Report – Ms. Edgemon reviewed with members

- a. Update on billboard design – Alan Haynes at Creative Signs told Ms. Edgemon that the Carroll Street scene that is the background of the proposed billboard sign is too busy and the letter size needs to be enlarged by one-third. Ms. Edgemon lightened the background and increased the letter size. She said she sent the revised design back to him and will continue to incorporate his recommendations to ensure the best outcome for the design.
- b. Update on banners for downtown and Gen. Courtney Hodges Boulevard
According to Ms. Edgemon one vendor’s fabric closely matched the banners that were chosen so she asked that the banner designs be updated to make that fabric color the base color for the banner designs. The new designs were reviewed by members. The designs for Gen. Courtney Hodges Boulevard did not change much; however, she presented some options for the downtown banner, based on the new color scheme. Director Presswood made a motion to use the red banner for downtown, and it was seconded by Director Hulbert. It was unanimously approved.
- c. Discuss stakeholder/strategic planning exercise – Ms. Edgemon asked members as homework to think about people and potential partner organizations that are not collaborating with Main Street and how to get them involved. At next month’s meeting members will give their reports.

Ms. Edgemon mentioned that Peaches to Beaches will be March 10-11 and asked anyone who can volunteer to contact the CVB to sign up. There will also be opportunities to volunteer at the Dogwood Festival in April. The “Brews and Beards” St. Patrick’s Day event that will be on Friday, March 17, on the 900 block of Carroll Street needs volunteers, too.

10. Committee reports

- a. Design Committee report – no report

- b. Approve façade grants by Design Committee – none
 - i. Update on available façade grant funding – There is \$9,110 available for grants.

- c. Promotion Committee report – none

- d. Approve media grants by Promotion Committee – Ms. Edgemon said the Promotion Committee recommended awarding a grant for the Perry Farmers’ Market to be included in the Georgia Grown 41 Trail brochure, with the award going directly to the trail. Director Hillis made a motion to pay \$175 to Georgia Grown 41 Trail for the grant, and Director Presswood seconded the motion. It was unanimously approved.
 - i. Update on available media grant funding – Ms. Edgemon said the amount shown \$3,143 is current less \$175 for the grant just awarded.

11. Update on Downtown Development Authority – Director Hillis gave an update on DDA activities.

12. Certificates of Appropriateness issued – none

13. Other

Ms. Edgemon said Fox 24 (WGXA) discussed a marketing opportunity at the Perry Downtown Merchants Association meeting today. The station will be coming to Perry in April to do a spotlight on our community. This is a good opportunity to advertise on TV. According to Ms. Edgemon, Main Street will have \$1,290 left in the budget in the city allocation for marketing, and the weather sponsorship at \$1,250 is a good opportunity to promote downtown. Director Hillis made a motion to authorize purchasing the weather sponsor package to advertise downtown Perry on Fox 24 (WGXA). Director Presswood seconded, and the motion was unanimously approved.

Director Presswood made a request to take the recording clerk, Trisha McMillan, out to lunch. She will be retiring on March 31, 2017.

Director Hillis announced that the Original Perry Farmers’ Market will not no longer operate, but maybe it will be possible that some of those vendors will join the market Jodi Daley operates on Saturdays.

14. Adjourn – With no further business the Main Street Advisory Board meeting was adjourned at 5:54 p.m.