

Meeting Title

MINUTES

APRIL 12TH 2016

EDC 2ND FLOOR CONFERENCE ROOM

MEETING CALLED BY	Justin Jones at 12:15pm
TYPE OF MEETING	MAIN STREET ANNUAL BOARD MEETING
FACILITATOR	Carlee Schulte
NOTE TAKER	DEANA THORNTON BY WRITTEN
ATTENDEES	Kyle Cullars, Missy Swicord, Adam Heagy, Justin Jones, Johnny Grant, Danielle Fields, Carlee Schulte, Deana Thornton

Agenda topics

SITE OVERVIEW

DISCUSSION	<p>The board was on a conference call with Nora Ramirez de Miess from Main Street America. Nora reviewed what was discussed at the site visit and some of the ideas that were discussed for the transformation strategies. The two potential strategies proposed from the information gathered during the site visit were (1) Engaging downtown workers and residents and (2) Keeping millennials in Milledgeville after college.</p> <p>Once Nora was done the board worked through the details of the potential strategies making sure those were the two transformational strategies they wanted to proceed with.</p> <p>The Board agreed they liked the strategies and wanted to move forward.</p> <p>Next the board went through each of the action items that were suggested from the site visit to make these two strategies possible.</p>
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TRANSFORMATION STRATEGY 1

DISCUSSION	<p>The first transformation strategy was: Downtown workers and residents. The board reviewed each action item in detail and discussed which ones they thought were worth keeping and which ones to mark off the list.</p> <p>Economic- The board decided to remove</p> <ul style="list-style-type: none">• Shoe/leather repair store- The board did not feel it was their place to seek out one type of business over the other, nor did they feel they had enough data to support suggesting that type of store.• Art/after work incentives- The board felt the other action items better fit what they wanted to accomplish in this section <p>Physical</p> <ul style="list-style-type: none">• Downtown housing/ multifamily housing study- The board decided to take this off the list of action items because the City Planner is already in the process of working on a multifamily housing study. <p>Social</p> <ul style="list-style-type: none">• Shift promotions to lunch/after works- The board combined this action item with another one. <p>Civic</p> <ul style="list-style-type: none">• Keeping all suggested action items <p>After the board finalized the action items for the first transformation strategies, they agreed on how long it would take to complete the action item within the strategy and who would spearhead getting the task done. Carlee will make the changes to the first transformational strategy and add the timeline for review at the next meeting.</p> <p>The action items the board decided to keep for the first transformation strategy are as follows:</p> <p>Economic</p> <ul style="list-style-type: none">• Meet with downtown businesses to encourage changes to better accommodate the downtown workers and residents – The Main Street office will be in charge of organizing with the
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	<ul style="list-style-type: none"> businesses to discuss options to help get more people into the businesses. 1 year timeline. Downtown Food Store- Kyle Cullars. 1 year timeline. <p>Physical</p> <ul style="list-style-type: none"> Street design/sidewalk dining- Missy Swicord is going to meet with Carlee to review what she already has for sidewalk dining and Missy is going to do additional research. 3 year timeline. Music on the sidewalk- Justin Jones is going to research options for having music on the sidewalk. 2 year timeline. Plaza area- Main Street. 3 year timeline. Wayfinding signage- Adam Heagy. 1 year timeline. <p>Social</p> <ul style="list-style-type: none"> Mobile app- Johnny Grant. 2 year timeline. Visit/inventory all downtown businesses- Development Authority and Main Street Intern. 1 year timeline. Coordinate with BREP Survey- Main Street. 1 year timeline. <p>Civic</p> <ul style="list-style-type: none"> Task Partnerships- Main Street. Ongoing.
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TRANSFORMATION STRATEGY 2

DISCUSSION	<p>The second transformation strategy the board approved is: Keeping millennials and Gen Z in Milledgeville after college.</p> <p>The action items the board decided not to keep for the second transformational strategy are as follows:</p> <p>Economic</p> <ul style="list-style-type: none"> Keeping all suggested action items <p>Physical</p> <ul style="list-style-type: none"> Creative hubs Housing for young workers Free mesh Wi-Fi <p>Social</p> <ul style="list-style-type: none"> Interactive experiences Creative hubs <p>Civic</p> <ul style="list-style-type: none"> Keeping all suggested action items
	<p>After the board finalized the action items for the second transformation strategy, they agreed on how long it would take to complete each action item within the strategy and who would spearhead getting the task done. Carlee will make the changes to the second transformation strategy and add the timeline for review at the next meeting.</p> <p>Economic</p> <ul style="list-style-type: none"> Co-working space- Main Street partnership. 1-2 year timeline. Upscale tapas-like bar- Main Street. 1 year timeline. Incentives for new businesses- Main Street. Ongoing. <p>Physical</p> <ul style="list-style-type: none"> Outdoor dining- Missy Swicord. 3 year timeline. Plaza area- Main Street. 3 year timeline. 50/50 Façade Match Grant- Main Street. Ongoing. <p>Social</p> <ul style="list-style-type: none"> Downtown mobile app- Johnny Grant. 1 year timeline. Focus groups- Main Street. 1 year timeline. Business mentorship program- Danielle Fields. Ongoing. <p>Civic</p> <ul style="list-style-type: none"> Partnerships- Main Street. Ongoing

VOTING

CHAIR:

DISCUSSION	<p>TRANSFORMATION STRATEGIES: After discussing each transformation strategy and action items, Justin Jones made a motion to accept targeting downtown residents and workers as the first transformational strategy and retaining millennials and Gen Z after college as the second transformational strategy. Col. Alton seconded the motion, all agreed, motion passed.</p> <p>NEW OFFICERS: The board voted to elect new officers. Kyle Cullars made a motion to elect Justin Jones as Chairman, Col John Alton as Vice Chairman and Missy Swicord as secretary. Adam Heagy seconded the motion, all agreed, motion passed.</p> <p>MISSION & VISION STATEMENT: The board reviewed the mission and vision statement. Col Alton made a motion to keep the mission and vision statement as is, Kyle Cullars seconded the motion, all agreed, motion passed.</p>
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OTHER BUSINESS

DISCUSSION	BOARD MEMBERS: Justin Jones suggested the board do something for board members Donna Collins and Lacy Bentley that rolled off the board this year. The board agreed to honor them at the next First Friday event and give each of them a plaque for their dedication to the board. Col. Alton made a motion to honor both Donna and Lacy at the May First Friday and give them a plaque. Kyle Cullars seconded the motion, motion passed.
Motion to adjourn made by Kyle Cullars, Missy Swicord Seconded. Motion passed, meeting adjourned at 3:37pm.	