

Main Street Regular Board Meeting

MINUTES

JULY 13, 2016

CITY OF MILLEDGEVILLE EDC

MEETING CALLED BY	Col. John Alton at 11:33am
TYPE OF MEETING	MAIN STREET MONTHLY BOARD MEETING
FACILITATOR	Col. John Alton
NOTE TAKER	Amy E. Davis
ATTENDEES	Col. John Alton, Kyle Cullars, Danielle Fields, Adam Heagy, Willie Davis Jr., Johnny Grant, Jeanette Jordan, Missy Swicord, Carlee Schulte, Amy Davis

Agenda topics

ORGANIZATION

CHAIR: JUSTIN JONES

DISCUSSION	<p>MINUTES: Minutes from the prior board meeting, held June 8, 2016 were emailed to & reviewed by the board. There were no questions or comments raised by board members. A motion was made by Willie, 2nd by Jeanette, to approve the minutes. The board voted in favor of approving the minutes as submitted, motion passed.</p> <p>BUDGET: Carlee gave the financial status report as of June 30, 2016. Carlee noted additional expenses associated with three (3) board members attending training. Adam Heagy still has training to attend. Carlee also presented the FY2017 proposed budget. The training budget line item has been reduced \$6K over the previous year with most board member training requirements completed this year. Travel expenses have also been given a line item separate from training with which it was previously itemized. Deposit account balances were reviewed. There were no questions or concerns raised by board members. A motion was made by Kyle, 2nd by Willie, to accept the financial report as presented. The board voted in favor, motion passed.</p> <p>TRANSFORMATION STRATEGIES: There were no updates to discuss. Willie advised the board of Milledgeville Transformation Strategies being highlighted at the training session he attended in Covington and it is noteworthy that Milledgeville is being used as an example for best practices at that, and likely others. Kyle noticed there were a couple updates not reflected on his strategies checklist. Carlee will have the current strategies checklist reprinted and in board members' folders for the next board meeting.</p> <p>MERCHANT MEETING: Carlee has a downtown merchant meeting scheduled on Thursday, July 14th at 4pm to discuss topics relevant to downtown businesses. Carlee reviewed the agenda topics for the upcoming merchant meeting. Topics and feedback included: <u>BOOST</u> – Application cycle is now open with a deadline of July 25, 5pm. <u>Parking Notices</u> – Possibility of printing a Parking Notice for use by business owners for vehicles parking when not patrons. Feedback was Jeanette, Adam, Danielle, Kyle & Johnny think it could be a good idea. An amendment to the notice may be "Thank you for your patronage & for being an important part of downtown Milly" to give benefit of the doubt to students and keep message positive. Johnny suggested also leaving off business signature space and put Milledgeville Main Street at bottom. <u>Alcohol Law</u> – Carlee read Michael's law to clarify recent updates to law affecting alcohol operations. <u>Downtown Lights</u> - Carlee advised the board the original plan to have direct power to the trees in downtown Milledgeville for year-round lighting is not possible in the immediate future due to project costs. As an alternative, Carlee will ask downtown business owners about their willingness to light trees in front of their locations run off of their location's power. <u>Downtown Statistics</u> - Adam gave a report on downtown statistics on which he has been working to evaluate downtown patron traffic and how business can be captured better by downtown merchants. Guest counts by hour have been given to Adam by downtown restaurants and the data suggests conversation should be had about later operating hours to take advantage of statistically higher numbers of people in downtown at night. The study results will be discussed at the upcoming merchant meeting. Adam further notes he is not suggesting hours be extended, but maybe shifted to capture people want to shop later. Adam thinks it may take time to develop buy-in and community awareness of extended hours. Amici has mentioned to Adam their willingness to encourage shopping by accepting downtown retail receipts for meal discounts. <u>Parking</u> - Carlee gave an update on parking downtown, meters & future parking deck options for consideration is ongoing. No definitive details for discussion.</p>
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DESIGN

CHAIR: COL. ALTON

DISCUSSION	<p>50/50 FAÇADE MATCH GRANT: Jimmy Johns has applied for a 50-50 façade match. They are asking for paint & stucco for the building exterior. A motion was made to approve requested façade match funds of \$1500 by Missy, 2nd by Kyle. Col. Alton would like to add the stipulation that funding be approved if current signage, not approved of by the Main Street Board, is changed. Kyle made an amended motion to approve 50-50 façade match funding if Jimmy John’s sign package meets HPC guidelines. Missy withdrew her original motion, 2nd Kyle’s motion. All voted in favor, none opposed. Motion passed.</p> <p>WILLIAM & ASSOCIATES: There were no updates for discussion.</p> <p>THE PLAZA: Carlee updated the board on the progress of the Plaza. Carlee is waiting to hear back from DOT. Presentation and review of parking and an additional building proposed as part of the Lafayette Square project are on the next HPC meeting. Board members Willie and Col. Alton expressed their interest and intent to attend that meeting.</p>
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PROMOTION

CHAIR:

DISCUSSION	<p>FIRST FRIDAY: Carlee advised board members of the August & September themes for First Friday. In October, no extra activities will be organized in downtown, outside of what individual businesses want to do. There is a football game that night at JMA between JAM and GMC, so Main Street will promote the much anticipated game and eating out downtown beforehand.</p> <p>HOMETOWN CELEBRATION: Carlee reviewed the Hometown Celebration prep sheet and budget with board members. Custom sunglasses are being order for a new item of Milly swag. Stephen Houser at the MVML has \$25K for the Democracy Lab Project & is combining their kickoff event with Hometown and will help fund the event. Kyle asked about decreased budget this year compared with previous years. Carlee clarified some expenses were larger for the first year receiving GAMSA & less with successive years. A donations request will be made at both entrances to this year’s event. Carlee asked board members if they could volunteer to help by working at the Main Street table for a time slot. Confirmed yes responses at the board meeting were received by Johnny, Kyle, & Col. Alton.</p>
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ECONOMIC RESTRUCTURING

CHAIR: N/A

DISCUSSION	<p>LOCAL REVOLVING LOAN FUND TASK FORCE: Carlee reviewed the presented RLF balance. No questions or discussion were raised by board members. Carlee will prepare a presentation for Board review.</p> <p>BOOST: Carlee reviewed BOOST membership with the Board. Currently there are 18 members paid and 3 applications have been received in the current grant fund cycle ending July 25. BOOST information will also be available at the Main Street table during the Hometown Celebration event. The next BOOSTing date is August 9th at 11:30 am.</p> <p>WELCOME WAGON: Carlee, Kyle & Amy recently made a visit to Shelvie Jean welcoming their business and giving them a Welcome Wagon packet.</p>
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OTHER BUSINESS

DISCUSSION	<p>DIRECTOR’S REPORT: No formal report was reviewed.</p> <p>DOWNTOWN BUSINESS UPDATES: Carlee gave an update on downtown business additions and pending projects. A women’s consignment shop has plans to open on South Wayne at the former McMillan’s Shoe Repair location. On Hancock, a printer cartridge shop has opened at the former location of Vaporium. The former Puebla’s will possibly house a new hookah bar. On Cloud 9 is moving into the old Need A Nerd location, but will keep the current location next to Metropolis for a men’s clothing shop. Jimmy Johns will be opening soon. A 2nd Chilly Milly is planned for opening at the mall.</p> <p>Motion to adjourn was made by Kyle Cullars, 2nd by Adam Heagy & Willie Davis, Jr. Motion passed, meeting adjourned at 12:36pm.</p>
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