

Main Street Regular Board Meeting

MINUTES

SEPTEMBER 14, 2016

CITY OF MILLEDGEVILLE EDC

MEETING CALLED BY	Col. John Alton
TYPE OF MEETING	MAIN STREET MONTHLY BOARD MEETING
FACILITATOR	Col. John Alton
NOTE TAKER	Amy Davis
ATTENDEES	Col. John Alton, Kyle Cullars, Amy Davis, Willie Davis Jr., Adam Heagy, Justin Jones, Jeanette Jordan, Carlee Schulte

Agenda topics

ORGANIZATION

CHAIR: JUSTIN JONES

DISCUSSION	<p>CALL TO ORDER: Col. John Alton called to order the Milledgeville Main Street/ DDA Board of Directors meeting at 11:32am.</p> <p>MINUTES: Minutes from the prior board meeting, held August 10, 2016 were emailed to & reviewed by the board. Col. Alton noted a correction needed to the facilitator of the meeting, should be listed as Justin Jones. No questions or additional comments raised by board members. A motion was made by Col. Alton, 2nd by Jeanette & Willie to approve the minutes with correction noted. The board voted in favor of approving the minutes with correction, motion passed.</p> <p>BUDGET: Carlee gave the financial status report as of August 31, 2016. Carlee advised board members all financial figures are now in QuickBooks and the balance sheet presented is the format in which it will be presented moving forward. Deposit account, profit & loss, and YTD balances were reviewed. There were no questions or concerns raised by board members.</p> <p>MERCHANT MEETING: There were no updates for discussion. The next merchant meeting is scheduled for Wednesday, October 13, 2016 at 4pm.</p>
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DESIGN

CHAIR: COL. ALTON

DISCUSSION	<p>50/50 FAÇADE MATCH GRANT: Carlee advised board members about having received calls about Jimmy Johns signage and why HPC approved the signage not in adherence to historic guidelines. Jimmy Johns has finished the work and was ready for final review for their 50/50 façade match grant for \$1500 to have stucco repair done. The funds were not used in relation to any signage. Motion by Kyle, 2nd by Willie to approve \$1500 in grant funding for Jimmy Johns. All voted in favor, 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. At a recent meeting, City Planner Hank Griffeth discussed the project with a Knight Foundation representative. They were so supportive of the project, they cut a check for \$5000 to fund design of the Plaza. The funds will be used to design the plaza and push it through the DOT approval process, does not include funding for construction.</p> <p>SIDEWALK MUSIC: Justin Jones gave a report on his research into music being played throughout downtown. Undertaking the project would be expensive. For a representative idea of cost, Justin cited a similar wireless music project, over a one-mile area in Las Vegas, NV that cost about \$290,000. Justin also referenced research statistics indicating visitors tend to like publicly broadcast music, while locals do not. Justin suggests downtown businesses each play their own external music to accomplish the same without additional expense outside the Main Street/ DDA cost feasibility. Col. Alton suggests the topic be discussed at next merchant meeting. Carlee suggests revising the Board action items based on Justin's research and presenting the data to downtown businesses, at the merchant meeting, showing correlation between music outside businesses and encouraging more downtown visitor patronage by suggesting the "flavor" of the particular business to passers-by. Adam voiced a concern about potential legal issues of playing music connected to operation of a business and broadcasting, if without permission and/or royalty compensation for music use. Carlee thinks additional research is needed on precedents for public music usage. Justin thinks if Main Street/ DDA supports businesses playing music, there should be an agreed upon disclaimer of individual businesses being responsible for music usage licensing.</p>
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PROMOTION

CHAIR:

DISCUSSION	<p>FIRST FRIDAY: Carlee reported there will be no additional downtown activities planned for October. There is a JMA vs GMC football game on the same night expected to garner large interest and attendance. The Touch-A-Truck theme, originally planned for September and cancelled for weather, has been rescheduled for November First Friday.</p> <p>HOMETOWN CELEBRATION: Carlee thanked board members and expressed appreciation for their helping with event. Col. Alton asked about possibility of moving Hometown to the Spring when it is less hot. Carlee will consider and item to be discussed further at the next board meeting. The first year the Hometown Celebration was done for the GC Week of Welcome, but since GC has not been a financial supporter, the event does not necessarily have to remain an event scheduled for their students.</p> <p>DEEP ROOTS: The Arts & Craft vendor applications had to be closed because the available slots are full. The Car Show and KidZone locations have been swapped to facilitate operations for the businesses on North Wayne Street.</p> <p>BLACK HERITAGE PLAZA SHINDIG: Main Street was brought into planning the event because of grant funding secured by City Planner Hank Griffeth after he and Chamber President Angie Martin attended a recent Knight Foundation training and proposed the Black Heritage Plaza project. Included in the Knight Foundation funding, funds were earmarked for a community event to kick-off renovations of the space. Promotion has proceeded after the City Council approval of the event and food/alcohol provided by Barberitos. Currently, Barberitos is the only confirmed vendor, but efforts have been made to reach out to AJs and The Brick. Jeanette suggested reaching out to Stella's & James' Fish & Chicken to expand African American businesses participating. Col. Alton also suggests compiling event support material to send to the Knight Foundation with a note of thanks.</p>
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ECONOMIC RESTRUCTURING

CHAIR: N/A

DISCUSSION	<p>LOCAL REVOLVING LOAN FUND TASK FORCE: Carlee gave an update on revolving loan fund balances and provided board members with a copy of the revised Power Point presentation as discussed at the previous board meeting. Carlee will have more information on other cities' success stories by the next meeting.</p> <p>BOOST: New dates have been announced for the next round of BOOST Grant awards. The application deadline is November 17th. Businesses will be "BOOSTed" December 6th. Adam reported there has been a struggle enlisting new BOOSTers. Ideas are needed to secure funding from additional donors. Carlee suggested a campaign to "Give the Gift of BOOST" to solicit support during the holidays. There is currently enough money in the fund to BOOST the next round of grant recipients.</p> <p>WELCOME WAGON: Carlee is going to get with Danielle about welcoming the new ink business at the former Vaporium location. They have not been open consistently to be able to take the packet to them.</p>
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OTHER BUSINESS

DISCUSSION	<p>DIRECTOR'S REPORT: Report and discussion with applicable 4-point approach agenda items. Upcoming event dates were presented to board members.</p> <p>DOWNTOWN BUSINESS UPDATES: Col. Alton requested an update on the former Scoops location. Carlee reported tables and chairs have been purchased, but return contact to her by the business owner with additional updates is pending. The banquet hall planned for location there is expected to open in another month and owner will send out opening reception invitations. Renovations are in process at the former McMillan's location, including gutting of the space and roof work, all of which have the necessary permits posted. An upscale, secondhand boutique will be opening at that location. KMBB has asked the owner of the former Puebla's restaurant, Janet Yip, if they can take down the awning in disrepair and paint building to improve aesthetics of the building and downtown area. Carlee will need to make contact with Janet Yip. Carlee reports several requests have been received by the Main Street office from boutiques looking for a 2nd location in Milledgeville. Jimmy Johns expects to open in November. Smoothie King is opening soon, will be in shop next door to the originally planned location because of usage suitability. The project on which Hank is working for the hotel and parking deck is still in process.</p>
Meeting adjourned by Col. Alton at 12:17pm.	