

Main Street Regular Board Meeting

MINUTES

DECEMBER 14, 2016

CITY OF MILLEDGEVILLE EDC

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

Agenda topics

ORGANIZATION

CHAIR: JUSTIN JONES

DISCUSSION	<p>CALL TO ORDER: Justin Jones called to order the Milledgeville Main Street/ DDA Board of Directors meeting at 11:29am.</p> <p>MINUTES: Minutes from the prior board meeting, held October 12, 2016 were emailed to & reviewed by the board. There were no questions or additional comments raised by board members. A motion was made by Willie Davis Jr., 2nd by Kyle Cullars. The board voted in favor of approving the minutes, motion passed.</p> <p>GREGORY BARNES: The board listened to a presentation from Gregory Barnes about the Art Healthy Festival. Mr. Barnes gave the board details of the festival. He explained that the festival combined the arts and healthy living. The different types of vendors that are at the festival include: chefs, Zumba classes, martial arts and more. Mr. Barnes asked for the DDA to support the 2017 festival by helping to promote it. The board agreed to help promote the festival through Facebook, the Main Street website and the monthly newsletter. Mr. Barnes would like to grow the festival in 2018 making it more regional.</p> <p>Adam asked Mr. Barnes what the attendance was in 2016. He said around 1500 and he hopes to double that number in 2017. This is the 4th year and it is a completely free event for attendees and vendors. Missy asked Mr. Barnes how they were able to pay for the festival. He said they receive in-kind support from Georgia College and are exploring other creative options for making money.</p> <p>Justin asked Mr. Barnes what he would like from the DDA for the 2018 festival. He would like to see the DDA help develop the Art Healthy Festival like the Deep Roots Festival and use the DDA's expertise to do so.</p> <p>Mrs. Jordan mentioned that the event would be a good one to tie into the April First Friday event. Carlee said Main Street could promote the festival during First Friday. Mr. Barnes is invited to come downtown to hand out fliers for the event and vendors are welcome to attend to provide a sneak-peak.</p> <p>Adam asked Mr. Barnes to email Carlee when the next meeting and she will get it to the board.</p> <p>BUDGET: Carlee gave the financial status report as of November 30, 2016. Deposit account, profit & loss, and YTD balances were reviewed. Willie asked if the Deep Roots Festival has given their donation to the DDA yet. Carlee told him no, not yet but she would talk with Frank about getting a check. Kyle mentioned that the budget was over and how was the difference going to be made-up. Carlee told him that we will receive the monthly rent check and the annual donation from the Deep Roots Festival.</p> <p>MOU: Carlee let the board know that she received the annual Memorandum of Understanding from the GA Department of Community Affairs. She reviewed the MOU and told the board that it was the same as last year's. City Council approved having the Mayor sign the MOU. Kyle Made a motion to have Justin Jones, DDA Chairman sign the 2017 MOU. Missy seconded the motion, motion passed.</p> <p>Included with the MOU was a trademark sublicense agreement. Carlee explained to the board that the trademark agreement would allow Main Street/DDA to use the Main Street America name and logo. Col. Alton made a motion to approve Justin Jones, DDA Chairman signing the trademark sublicense agreement. Adam seconded the motion, motion passed.</p>
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	<p>TRAINING: Carlee gave the board a copy of the training each board member completed in 2016 and a list of training opportunities in 2017. Kyle asked what the requirement was for training each year. Carlee explained that each board member must complete Basic DDA Training and Main Street 101 Training within their first year of being on the board. There is a minimum requirement of 4 hours training (per the bylaws) that can be fulfilled through other training opportunities including webinars, the GA Downtown Conference and more. Carlee will make sure to send the board information when new webinars are available.</p>
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DESIGN

CHAIR: COL. ALTON

DISCUSSION	
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PROMOTION

CHAIR:

DISCUSSION	<p>FIRST FRIDAY: Deana gave a review of the November and December First Friday events. Both were well attended. The November First Friday was a Touch-A-Truck event and the December First Friday celebrated the holidays. Main Street partnered with several different organizations to bring a variety of activities downtown. Deana also mentioned that she has formed a First Friday committee that will meet once a month to discuss and help plan First Friday events.</p> <p>POLAR EXPRESS: The Polar Express Trolley Ride was a new event Main Street hosted this year. Carlee and Deana explained to the board what the Polar Express was. They presented a list of expenses and an estimated budget for 2017. The Polar Express lasted 3 days and raised funds in the amount of \$788.85.</p>
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ECONOMIC RESTRUCTURING

CHAIR: N/A

DISCUSSION	<p>PROJECT BOOMERANG: Carlee informed the board that Frank Pendergast is under contract on the property located at 124 W. Hancock St. (Dodo's Pool Room and Asian Bistro). The Initial Project Assessment was approved by City Council and Carlee asked the board to allow Justin to sign the IPA to support the project as well. Carlee gave the board additional information on the project. It will have residential living upstairs with 26 beds and 2 commercial spaces. She went over the possible funding options for the project and let the board know that Frank has the backing of a local bank. Kyle made a motion to approve Justin signing the IPA, Willie seconded the motion, motion passed.</p> <p>DDA PARKING LOT: Carlee informed the board that Frank will need parking spots for project Boomerang. The DDA has nine available parking spots in the DDA lot behind BB&T Bank. Carlee spoke with Dr. Rose, who had first right of refusal. Dr. Rose no longer needs the spots and has released them. Carlee told the board that Frank has requested the first right of refusal for the remaining spots. The DDA agreed but wanted to make a change to the letter. The board decided to put an expiration date on the first right of refusal but would allow Frank to request an extension, if needed. The first right of refusal is set to expire on April 1, 2017. Kyle made a motion to approve the letter for the nine DDA parking spots for project Boomerang with the changes. Col Alton seconded the motion, motion passed.</p> <p>LOCAL REVOLVING LOAN FUND TASK FORCE: Carlee told the board that she spoke with the Regional Commission about starting a LRF in Milledgeville and she was told that the City of Milledgeville already has a policy in place. Carlee was able to get the policy and review it. She gave each board member a copy of the policy for them to review. Now that they know a policy is already in place, the board discussed their next step in the process. They would like to go ahead and present to City Council requesting involvement in the process and the designating the funds be used strictly for downtown. Carlee is going to see about getting on the City Council meeting as soon as possible.</p> <p>Carlee gave an update on revolving loan fund balance.</p> <p>BOOST: Carlee shared with the board the bank balance for the BOOST account. There is not enough money in the account for another BOOST round at the moment. Carlee and Adam would like to start pushing BOOST harder in January. Kyle wanted to know about the perks offered to businesses for becoming a BOOSTER. Adam told him about the BOOST Spotlight feature in the monthly newsletter. Justin suggested building more value for BOOSTERS, sponsorships or donor tiers. Some of the ideas mentioned to help build value included having a BOOST table at Main Street events, logo on the website, mentions in the newsletter, BOOST Milly stickers, etc.</p>
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OTHER BUSINESS

DISCUSSION	<p>DDA PARKING LOT: Code Enforcement received a complaint about the weeds growing around the DDA parking lot. Carlee asked the City Manager if the Public Works department could trim the weeds. Mr. Jarrett said the Public Works Department is very busy right now and they would not be able to take care of it. Carlee asked the board if they would be willing to pay someone to trim the weeds. After looking at</p>
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pictures Justin and Adam said they would not mind cleaning up.

DIRECTOR'S REPORT: Carlee informed the board that the Regional Main Street Manager's meeting would be held in Milledgeville on March 28th. She invited the board to attend.

Motion to adjourn the meeting by Col. Alton, Adam second the motion, motion passed at 12:49pm.