

Main Street Regular Board Meeting

MINUTES

JUNE 14, 2017

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, Adam Heagy, Willie Davis Jr., Kyle Cullars, Jeanette Jordan, Justin Jones, Johnny Grant, Carlee Schulte

Agenda topics

ORGANIZATION

DISCUSSION	<p>CALL TO ORDER: Justin called to order the Milledgeville Main Street/ DDA Board of Directors meeting at 11:30am.</p> <p>MINUTES: Minutes from the prior board meeting, held May 10, 2017, were emailed to & reviewed by the board. Willie noted that under senior board the deadline date for applications needed to be added. With that change a motion was made by Kyle to approve the minutes, 2nd by Willie. The board voted in favor of approving the minutes, motion passed.</p> <p>BUDGET: Adam asked what the \$49 expense was under Community Outreach. Deana said it was postage for the Senior Advisory Committee applications. No further discussion.</p>
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TRANSFORMATION STRATEGY #1

DISCUSSION	<p>FOOD STORE: On going- It is in the design phase. Kyle would like to change the completion date on the work plan to October of this year, the board agreed.</p> <p>MOBLIE APP: Johnny explained to the board that only the downtown businesses that take the Bobcat card would be able to be on the app. Johnny told the board that right now only about 20% of Georgia College students are using the app. The board discussed redirecting their focus from the app to drawing more attention to the Main Street website and Facebook page. After discussing their options the board agreed to change transformation strategy one- Market existing business assets: work to promote and market the Milledgeville Main Street website and Facebook.</p> <p>POLAR EXPRESS: Deana passed around the volunteer sign-up sheet. Most everything is planned for the event. Santa is booked, bells have been purchased, confirmation to use the CVB has been made as well.</p> <p>SENIOR ADVISORY COMMITTEE: The letters and applications were mailed out. There have not been any applications submitted yet.</p> <p>Justin suggested putting a press release in the newspaper, on Facebook and in the newsletter. The Main Street staff will handle that.</p> <p>WAYFINDING SIGNAGE: Adam reviewed the samples that Carlee emailed him. He likes the idea of having the signage color coded to match the new Main Street map. The board discussed different placement options for the signage.</p> <ul style="list-style-type: none"> • On the utility boxes • On the light poles • On a free standing display <p>Adam would like to have mockups made once a final location is decided for the businesses to see. Adam is going to review the options and get prices.</p> <p>THE PLAZA: Carlee sent in the encroachment permit application and is waiting for the permit. Once the permit is received we will meet with Hank Griffeth to submit a grant application to the Knight Foundation to help fund the project.</p>
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TRANSFORMATION STRATEGY #2

DISCUSSION	<p>INCENTIVE PROGRAM: The packet for new businesses has been created. Johnny is going to reach out to Renee Fontenot at Georgia College.</p>
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	<p>MENTORSHIP PROGRAM: Adam said they are ready to pick a name for the program. The board offered different suggestions and they decided to call the program Main Street Meet-Ups. The first meeting will be late August or early September. A date will be chosen at the July meeting. Johnny is going to discuss with Renee the possibility of having a few of her classes attend the meetups.</p>
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ONGOING PROGRAMS & PROJECTS

	<p>BOOST: Carlee informed the board that that the Milledgeville Film Festival and the Old Capital Museum won the round 11 BOOST grants. Carlee told the board that BOOST still needs more members because there is not much money in the account.</p> <p>Only about half of the members vote on who win the BOOST grants. Justin suggested the idea of having businesses make a video as their submission.</p> <p>HOMETOWN CELEBRATION: Georgia College is helping support the August Hometown Celebration. They have agreed to provide \$1200 toward tables, chairs and a tent. They have also agreed to provide \$2000 toward a band. Carlee has about \$1000 committed from downtown business owners.</p> <p>LOCAL REVOLVING LOAN FUND: The policy is still at DCA. There is \$168,320.78 in the account.</p> <p>FIRST FRIDAY: On going.</p> <p>DEEP ROOTS FESTIVAL: On going.</p> <p>50/50 FAÇADE MATCH GRANT: On going.</p> <p>FARMERS MARKET/PAVILION: On going.</p> <p>MILLY MONEY: On going.</p> <p>WELCOME WAGON: Cravings and Mod Podge Mama.</p> <p>DOWNTOWN DEVELOPMENT PROJECTS: On going.</p> <p>BRANDING & MARKETING: On going.</p> <p>CHRISTMAS DECORATIONS: On going.</p> <p>MERCHANT MEETINGS: Carlee is going to schedule one soon.</p>
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DIRECTOR'S REPORT

DISCUSSION	<p>YOUNG GAMECHANGERS: Carlee and Justin were accepted into the Young Gamechangers program.</p> <p>PROJECT DRAGON: The application has been submitted to the state and they are in the underwriting process. Jimmy will begin work soon.</p> <p>HISTORIC TAX CREDIT: Carlee went to a training last week and learned a great deal about using historic tax credits for home owners and business owners. Carlee would like to start promoting these incentives for projects.</p>
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CLOSED SESSION

	<p>Col. John Alton made a motion to enter a closed session of the City of Milledgeville Main Street/ Downtown Development Authority Board of Directors. Willie Davis Jr, seconded the motion, motion passed.</p> <p>(CLOSED SESSION)</p> <p>Col. Alton made a motion to end the closed session, Jeanette seconded the motion, motion passed.</p>
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OPEN SESSION

	<p>Col. John Alton made a motion to award the cyber security company looking to locate downtown up to \$5000 for as an incentive for façade improvements including, paint and signage. The board will not provide any rental assistance. Kyle Cullars seconded the motion, motion passed.</p>
	<p>Motion to adjourn the meeting by Kyle, Adam seconded the motion, motion passed at 12:55pm.</p>