

# Main Street Regular Board Meeting

## MINUTES

MARCH 8, 2017

CITY OF MILLEDGEVILLE EDC

|                          |   |
|--------------------------|---|
| <b>MEETING CALLED BY</b> | Justin Jones  |
| <b>TYPE OF MEETING</b>   | MAIN STREET MONTHLY BOARD MEETING   |
| <b>FACILITATOR</b>       | Justin Jones  |
| <b>NOTE TAKER</b>        | Deana Thornton  |
| <b>ATTENDEES</b>         | Col. John Alton, Adam Heagy, Missy Swicord, Justin Jones, Willie Davis Jr., Jeanette Jordan, Johnny Grant, Carlee Schulte |

## Agenda topics

### ORGANIZATION

|                   |   |
|-------------------|---|
| <b>DISCUSSION</b> | <p><b>CALL TO ORDER:</b> Justin Jones called to order the Milledgeville Main Street/ DDA Board of Directors meeting at 11:30am.</p> <p><b>MINUTES:</b> Minutes from the prior board meeting, held February 9, 2017, were emailed to &amp; reviewed by the board. Willie noticed that the word early was missing in one of the sentences under welcome wagon. Deana to add to the February minutes. A motion was made by Col. Alton to approve the minutes with one change made, 2<sup>nd</sup> by Adam Heagy. The board voted in favor of approving the minutes with discussed word added, motion passed.</p> <p><b>BUDGET:</b> Carlee emailed the financial reports to the board prior to the board meeting. No questions.</p> |
|-------------------|---|

### TRANSFORMATION STRATEGY #1

|                   |  |
|-------------------|--|
| <b>DISCUSSION</b> | <p><b>FOOD STORE:</b> Kyle Cullars could not make the board meeting but he called Carle with an update. Kyle told Carlee they are moving forward with the food store. He is working with a company on plans.</p> <p><b>MOBLIE APP:</b> Johnny has started to consider options to have the Georgia College mobile app include downtown. Carlee asked if there could be a link to the Main Street website. He said Georgia College has certain policies in place and some things may not be able to be included if it doesn't relate to Georgia College. They may be able to add downtown restaurants that accept the bobcat cards. Justin asked if they had any data that showed how much traffic the app got. Johnny asked for that information and he was told that at the beginning of the semester it is used more often and then slows, he does not believe it is currently being utilized to the fullest.</p> <p><b>SENIOR BOARD:</b> Willie has created a startup list of people he would like to invite to apply to be on the senior board. He would like to move forward on getting the letter and information printed to so he can deliver them. Carlee will get Willie the information he needs.</p> <p><b>WAYFINDING SIGNAGE:</b> Kyle talked with Carlee prior to the board meeting and gave her an update. Carlee told the board that Georgia College's wayfinding signage is done and Kyle suggested we use a local company. Adam suggested we go ahead and a plan/design in place before going to Custom Signs &amp; Designs. Adam asked if the DDA would be willing to pay to have the Design Studio come up with a design. Johnny said he could probably get the document of the Georgia College design so the board could use it as a starting point and to hopefully keep the same design.</p> <p>Adam thinking more formalized polling of the downtown businesses is needed. Carlee agreed, she is going to get with Adam to make that happen. Justin suggested having a mockup of the design before polling the businesses. It was agreed to begin with a design.</p> <p><b>THE PLAZA:</b> Col. Alton asked for an update on the plaza design. Carlee said Williams &amp; associates is still working on making a finalized plan to be presented to DOT. They had completed the survey when she was emailed last.</p> |
|-------------------|--|

TRANSFORMATION STRATEGY #2

|                   |   |
|-------------------|---|
| <b>DISCUSSION</b> | <p><b>INCENTIVES FOR NEW BUSINESSES:</b> Willie has been in contact with someone about the possibility of having new business workshops. He will update the board with more information.</p> <p><b>MENTORSHIP PROGRAM:</b> Adam talked with Central GA Tech and their business classes are offered on the Macon campus. Johnny suggested reaching out to the Baldwin Co. Career Center.</p> |
|-------------------|---|

ONGOING PROGRAMS & PROJECTS

|  |   |
|--|---|
|  | <p><b>BOOST:</b> Missy gave an update on BOOST. There are currently 3 members in 2017. Carlee has sent out emails and a press release telling people asked for BOOST memberships. Missy and Adam discussed some options that could help BOOST.</p> <ul style="list-style-type: none"> <li>• Banners</li> <li>• List members on banners, signage, etc.</li> <li>• Revisit the bills/emails and include ACA</li> <li>• Partner with the Chamber (newsletter, biz after hours, etc.)</li> <li>• BOOST booth at all things Main Street</li> <li>• Change the year (April to May)</li> </ul> <p>Justin suggested having a social prior to going to BOOST- something small. Carlee mentioned that Gill Gillis has offered to let Main Street use his event space to help promote it. This location could be a place to hold a BOOST social. Missy would like to go ahead and do a social at the April First Friday. Johnny suggest even sending a paper bill.</p> <p>Carlee is going to meet with Missy and Adam to move forward.</p> <p><b>HOMETOWN CELEBRATION:</b> Carlee included Hometown Celebration information in the board’s packets. One band for the celebration has been finalized. Carlee has written a letter to GMC asking to use the stage as well as a press release. Carlee included the budget for the Hometown Celebration and informed the board that there is only about \$795 left in the budget but it takes about \$4000 to put on the event. Carlee will work with a committee to try and raise the money but she asked the board if they would be willing to pay the difference to have the event. Justin finds value in the event and would like to see it happen. Col. Alton made a motion to support the Hometown Celebration financially, Willie Davis Jr. second the motion, motion passed.</p> <p><b>LOCAL REVOLVING LOAN FUND:</b> Carlee gave the board the amount in the account. Col. Alton asked Carlee if Jimmy and Iona Holder were on the City Council agenda for the LRLF. Carlee told him they are on there for state funding. She is hoping this will help get the ball rolling on the local funding.</p> <p><b>YOUNG GAMECHANGERS:</b> Carlee included information about the Young Gamechangers. The Young Gamechangers bring 50 emerging state leaders from across Georgia to one Georgia community to work over the course of six months to make big idea recommendations to some of the community’s most persistent challenges. Milledgeville was picked to be a young Gamechanger Community. Carlee explained that this could be really good for Milledgeville but funds are needed to make it happen. Angie Martin, Chamber of Commerce President is asking for sponsorships. The board is going to look over the information. Carlee provided information and at the next board meeting the board is going to decide whether to be a sponsor and at what level.</p> <p><b>PROJECT DRAGON IPA:</b> Carlee included the IPA for Project Dragon. Included was a letter of support that is needed for the IPA. The board reviewed the IPA and Adam made a motion to support the IPA and sign the letter of support. Missy second the motion, motion passed.</p> <p><b>TH Community:</b> Carlee explained that Tracy Harper is trying to get sponsorships for an event to help fund a youth football camp. The board looked over the proposal and they had a few questions. They were unsure the exact date and place of the event. Carlee is going to get more information from her before the board makes any decision.</p> |
|--|---|

OTHER BUSINESS

|                   |  |
|-------------------|--|
| <b>DISCUSSION</b> | Col. Alton thanked Adam for going before City Council to present the LRLF.                       |
|                   | Motion to adjourn the meeting by Adam, Col. Alton seconded the motion, motion passed at 12:40pm. |