

# Main Street Annual Board Retreat

## MINUTES

FEBRUARY 8, 2018

CITY OF MILLEDGEVILLE EDC

<b>MEETING CALLED BY</b>	Justin Jones
<b>TYPE OF MEETING</b>	Milledgeville Main Street Board of Directors Annual Board Retreat
<b>FACILITATOR</b>	Justin Jones
<b>NOTE TAKER</b>	Deana Thornton
<b>ATTENDEES</b>	Justin Jones, Col. John Alton, Missy Swicord, Adam Heagy, Jeanette Jordan, Willie Davis Jr, Johnny Grant, Carlee Schulte, Amy davis and Deana Thornton

### Agenda topics

#### ORGANIZATION

<b>DISCUSSION</b>	<p><b>CALL TO ORDER:</b> Justin called to order the Milledgeville Main Street/ DDA Board of Directors meeting at 10:04am.</p> <p><b>MINUTES:</b> Minutes from the two prior board meetings, were emailed to &amp; reviewed by the board. There were no questions or additional comments. A motion was made by Willie to approve the minutes, 2nd by Jeanette. The board voted in favor of approving the minutes, motion passed.</p> <p><b>BYLAWS/VISION:</b> The Board took a few minutes to review the bylaws before discussing any changes. Missy asked if everyone would be okay with changing the monthly meeting time to 11:00 am instead of 11:30 am. The Board agreed 11:00 am would be fine. The Board also changed the date of the annual Board Retreat to the first regular meeting of the new year. New officers would also be elected at the first regular meeting of the new year.</p> <p>In a previous board meeting Justin wanted to check into the possibility of voting by email but after doing research that is not an option due to the Sunshine Laws.</p> <p>Adam made a motion to amend the bylaws to reflect the meeting time change to 11am-12pm on the second Wednesday of each month and the annual board retreat will be held at the first meeting of the calendar year. New officers will also be chosen at that first meeting. Col. Alton second the motion, motion passed.</p> <p><b>NEW OFFICERS:</b> Willie made a motion to keep the current officers Justin Jones, Chairman, Col. John Alton, Vice Chairman and Missy Swicord, secretary- treasurer. Col. Alton second the motion, motion passed.</p> <p><b>EX- OFFICIO MEMBERS:</b> The board discussed adding new ex-officio members to the board. Johnny suggested having someone from GMC be added and others mentioned included someone from the Chamber of Commerce, a County staff person or an attorney. After some discussion the Board decided to reach out to GMC first, then the County and Chamber of Commerce to see if those organizations would like to appoint a representative to serve. Carlee will draft a letter to be sent. Willie made a motion to keep Johnny Grant as an Ex-Officio member (after Grant agreed to do so) on the Downtown Development Authority Board of Directors. Missy seconded the motion, motion passed.</p> <p><b>WORK PLAN:</b> Carlee reviewed the current Work Plan with the Board and talked about a few things she would like for the Board to consider for the 2018 Work Plan. Carlee asked the Board to brainstorm ideas over lunch and after the Board came up with new items to be added to the 2018 Work Plan.</p>
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#### TRANSFORMATION STRATEGY #1

<b>DISCUSSION</b>	<p><b>ADD/REMOVE WORK PLAN ITEMS STRAT 1:</b> The Board decided to keep the following items on the 2018 Work Plan</p> <ul style="list-style-type: none"> <li>• Food Store-Kyle</li> <li>• The Plaza- Staff</li> <li>• Wayfinding Signage- Adam</li> <li>• Task Partnership- Staff</li> <li>• Grow Partnerships- All</li> <li>• Senior Advisory Committee- Jeanette &amp; Willie</li> <li>• Maintenance Ordinance</li> </ul> <p>Items removed from the Work Plan</p> <ul style="list-style-type: none"> <li>• Marketing existing business assets</li> </ul>
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	<p>New items to be added to the 2018 Work Plan</p> <ul style="list-style-type: none"> <li>• Amici Mural- Staff</li> <li>• Vacant Property Windows- Justin</li> <li>• Block Party- Jeanette &amp; Willie</li> <li>• 30 Year Anniversary- All</li> <li>• Christmas Parade- Missy</li> </ul> <p>AMICI MURAL: Carlee informed the Board that she has been talking with the owners of Amici, Bob Ewing and Jon Joiner about the big blank space on the side of their building. Carlee would like to have something painted on the building that would help entice people to travel down North Wayne St. Carlee showed the Board a design of what could be on the building. The Board discussed the project and decided that they would like to see if the design could be a competition through Georgia College. Carlee is going to talk with the owners and report back to the Board.</p> <p>VACANT PROPERTY WINDOWS: Justin suggested having something that would be visionally attractive added to the store front of vacant properties that would grab people’s attention as they walk pass. The Board liked the idea and will move forward with this project.</p> <p>BLOCK PARTY: Jeanette suggested having a themed block party in 2018. Carlee suggested talking with Allied Arts to see if that is something they would want to partner with.</p> <p>CHRISTMAS PARADE: Missy is a member of the Exchange Club and the Club host the annual Christmas Parade. Missy would like to have Main Street get involved with the Christmas Parade to help with some of the planning/organizing of the event. Carlee has agreed to meet with the Exchange Club to discuss how Main Street can be involved moving forward.</p> <p>SENIOR ADVISORY COMMITTEE: The SAC stalled in 2017 but Jeanette and Willie want to give it one more try in 2018. It will remain on the Work Plan.</p>
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**TRANSFORMATION STRATEGY #2**

<b>DISCUSSION</b>	<p>ADD/REMOVE WORK PLAN ITEMS STRAT 2: The Board decided to keep the following items on the 2018 Work Plan</p> <ul style="list-style-type: none"> <li>• The Plaza- Staff</li> <li>• Task Partnerships- Staff</li> </ul> <p>Items to be removed:</p> <ul style="list-style-type: none"> <li>• Incentives for new businesses- Completed in 2017</li> <li>• Downtown App</li> <li>• Mentorship Program</li> </ul> <p>Items to be added to the 2018 Work Plan</p> <ul style="list-style-type: none"> <li>• Amici Mural- Staff</li> <li>• Sounds of the South- Adam</li> </ul> <p>AMICI MURAL: In strategy 2 the plan is to create the mural</p> <p>SOUNDS OF THE SOUTH: Adam would like for Main Street/DDA to consider taking on the SOS event. After discussing concerns with the Board, it was agreed that Adam would meet with the SOS committee to see if this is something that is feasible for Main Street to take on.</p>
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**ONGOING PROGRAMS & PROJECTS**

	<p>Ongoing projects the Board agreed to keep:</p> <ul style="list-style-type: none"> <li>• BOOST</li> <li>• 50/50 Façade Match Grant</li> <li>• First Friday</li> <li>• Second Saturday Sale</li> <li>• Treats 4 Halloween</li> <li>• Hometown Celebration</li> <li>• Milly Money</li> <li>• Welcome Wagon</li> <li>• Downtown Development Projects</li> <li>• Branding and Marketing</li> <li>• Merchant Meetings</li> <li>• Deep Roots Festival</li> </ul>
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	<p>BOOST: The BOOST program is not where the Board would like for it to be. They plan is to give more attention to the program in 2018.</p>
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	<p>HOMETOWN CELEBRATION: The Board decided that the date for the Hometown Celebration would be Friday, May 4<sup>th</sup>.</p>
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	<p>MAINTANNCE ORDINANCE: Col. Alton is going to take this on and discuss with the City.</p>
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MOTION TO ADJOURN THE MEETING BY ADAM, JEANETTE SECONDED THE MOTION, MOTION PASSED AT 2:08PM.

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