

WAYCROSS MAIN STREET BOARD

MINUTES

Tuesday, January 10, 2016

CALL TO ORDER

Ken Taft called to order the meeting of Waycross Main Street at 5:26 pm on January 10, 2017 in City of Waycross Commission Chambers.

Roll Call:

Ken Taft, Elizabeth Hill, Sharon Radford, Marla Howell, Wayne Caffarel, Ginger Peagler

APPROVAL OF MINUTES

No minutes to approve

TREASURER'S REPORT

Main Street Account Balance - \$2671.72

Swampfest Account Balance - \$23,616.13

Main Street still owes money to the city from Christmas Parade for advertising and judges.

The Swampfest account is low due to paying for fireworks.

MANAGERS REPORT

- 1) Elizabeth Hill welcomed everyone after the holidays. She reported that the Christmas Parade was a success. We did well on sales in concessions and made a profit of a little over \$200.00.
- 2) Ken Taft suggested that we plan a meeting just to discuss the purpose of Main Street, what are our goals, and develop work plan for the year 2017 year. The date to be decided.
- 3) We are in need of sponsors for Swampfest having lost two big sponsors, Flash Foods and GATX. Flash Foods is being sold and new owners will not be donating. GATX has given no reply to our mailings.

ORGANIZATION

N/A

DESIGN

N/A

PROMOTION

Swampfest 2017 – April 7th & 8th

Ken Taft suggested that we check with Friendly Express about being a sponsor. He said he had a contact person and would be checking with them.

Elizabeth Hill will search to find the firework contract that Regina Morgan negotiated and see if it's possible to get a better price.

Because the Swampfest account balance is low and needing sponsorships it was suggested that we make a decision whether to have entertainment on Saturday such as BMK bike show or have fireworks, that we probably wouldn't be able to do both this year.

Mother/Daughter Tea Party – May 13, 2017

Elizabeth Hill said that she will be checking with Tea Time to see if they would like to sponsor the tea party again this year and possibly helping with the cost of food.

Marla Howell questioned did we receive any money from the picture sales. Elizabeth replied that we didn't due to Ms. Susan helping volunteering her time and that she is always taking pictures at all Main Street events and never charges us. It was suggested that we consider working with her to explore revenue sharing of the photo sales.

There was a discussion on how much tickets were. When this was started tickets were \$8.00 and had been raised to \$10.00. It was suggested that we raise the adult tickets to \$15.00 and leave the children tickets at \$10.00. Ken Taft asked for a motion to approve this change. Marla Howell made a motion to increase adult tickets sales from \$10.00 to \$15.00 leaving the children's price at \$10.00 and was seconded by Ginger Peagler. Motion was approved.

ECONOMIC RESTRUCTURING

Marla Howell suggested that we need to join in with DWDA once in a while so that we can all be on the same page.

Marla has been working to get new banners for downtown and brought a sample banner for everyone to look at. She explained that these banners could also be a fund raiser for Main Street. Banners cost \$120.00 but that we sell for \$250.00 and the business or group that purchases a banner would have their name printed on the bottom. This would give Main Street a \$130.00 profit. She stated that DWDA, School Board and Coastal Pines would more than likely be willing to purchase.

Ginger Peagler also spoke that we needed to do some sprucing up downtown, flowers, etc.

ADJOURNMENT

Main Street meetings will be held every 2nd Tuesday of the month at 5:15.

Next meeting will be on Monday February 13th due to Tuesday being Valentine's Day.

Meeting adjourned at 6:28pm.