

# **WAYCROSS MAIN STREET BOARD**

## **MINUTES**

Tuesday, April 11, 2016

### **CALL TO ORDER**

Ken Taft called to order the meeting of Waycross Main Street at 5:20 on April 11, 2017 in City of Waycross Commission Chambers.

Roll Call:

Ken Taft, Elizabeth Hill, Sharon Radford, Marla Howell, Wayne Caffarel, Laticia Gilliam

Guest: Mayor John Knox

### **APPROVAL OF MINUTES**

Ken Taft asked that everyone look over the minutes from March 14th meeting and asked for a motion to approve the minutes. Wayne Caffarel made a motion to approve the minutes and seconded by Marla Howell. Motion passed.

### **TREASURER'S REPORT**

Treasure's Report was given by Elizabeth Hill.

Main Street Account Balance - \$3,876.72

Swampfest Balance - \$28,086.87

Ken Taft asked for motion to approve the treasure's report. Marla Howell made a motion to approve the report and was seconded by Wayne Caffarel. Motion passed.

### **MANAGERS REPORT**

Swampfest 2017 – April 7<sup>th</sup> & 8<sup>th</sup>

Elizabeth Hill stated Swampfest was success. We had a total 86 food & arts and craft vendors. Everyone enjoyed the Second Chance Band on Saturday evening. But as far as the Legacy and the Motown Revue, there were both good and bad reports on their performance. We had for the first time a haunted house which was a great success... they done very well. Apologies were made again to Laticia Gilliam - The Sweetest Thing Gourmet Cupcakery for blocking her business.

### Mother/Daughter Tea Party

Tickets have been ordered – we chose the black & white instead of color due to cost but they will be printed on light blue paper. Marla Howell had been working on table decorations which look good but not as elegant as the settings we have had the last 6 years. Marla was concerned about spending too much money on arrangements. Elizabeth stated we wanted the event to be elegant and classy. Tea Time will not be sponsoring the tea party this year so we will be responsible for table cloths, chair covers and ties. Marla recommended we go on Pinterest for tea party ideas. Elizabeth said would send out a cost of cut flowers to go in mason jars. Millennium Sound will be taking care of music and announcements and has already been paid. Ken Taft asked that we get a cost of everything for tea party. Elizabeth asked for volunteers to help with set up that Friday and also help the morning of tea party as well as clean up afterwards.

### Main Street Status

Elizabeth announced that Waycross Main Street has been put on probation for a year. Elizabeth stated that this was the 1<sup>st</sup> year the report was filed by her. Mayor John Knox asked when report was received. Elizabeth replied that report was submitted January 15<sup>th</sup>. Mayor also wanted to know what not accredited mean. Ken Taft explained that we had not lost our accreditation at this point and pointed out that the probationary status was meant to allow time for making changes to avoid losing accreditation. However, he explained that if Main Street lost its accreditation it could impact funding received from DCA or other grants.

Elizabeth stated that per Tommy Lowman being on probation means we need to tighten up. Lowman also said that he would be sending out a letter with what all needs to be brought up. There are lots of ways to meet the standards.

Ken Taft asked that by the next meeting we get a list all training availabilities and schedules for Main Street Manager and board members.

### GA Cities Week

Friday night April 28<sup>th</sup> City of Waycross – Community Improvement Dept will be presenting Movie in the Park – "SING", movie to start at dusk.

Ken Taft asked that for "Know Your City" day that we have a table set up for Waycross Main Street along with Tourism.

### **ORGANIZATION**

Work Plan Essential Webinar on April 17, 2017 @ 10:00. Elizabeth encourages all the board to go online and register to participate. We will also be rescheduling the Work Plan Session after the seminar.

Elizabeth will be working with the board to schedule our next Work Plan meeting.

## **ECONOMIC RESTRUCTURING**

Marla Howell presented several pictures for Main Street banners for downtown. The pole banner we can get for cost @ \$65.00. There was also a discussion on the different designs and placement of letters for the Waycross Main Street poster.

## **PROMOTION**

Laticia Gillman was displeased that the spot on front of her store was not left open and that the vendor that was put there was a cookie vendor. She asked that next year we please leave the spot in front of her business open and also leave her a parking spot. Elizabeth apologized for the placement of the cookie vendor and explained that the vendor had not listed the correct size of their truck on the application.

## **DESIGN**

No new business other than as reported under Economic Restructuring regarding the plan to purchase new banners.

## **NEW BUSINESS**

### **Summer Movies Series**

The movies will be \$350.00 per movie. We are looking at the last weekend of May to start off the movie series. Elizabeth will be checking dates and will report back to the board.

## **ADJOURNMENT**

Next meeting is scheduled for May 9th

Meeting adjourned at 6:30.

