

WAYCROSS MAIN STREET BOARD

MINUTES

April 23, 2013 — 5:15pm

CALL TO ORDER

Stacey Wehmann called to order the meeting of Waycross Main Street at 5:20pm on April 23, 2013 in City of Waycross Commission Chambers.

ROLL CALL

The following person were present: Ken Taft, Ginger Peagler, Stacey Wehmann, LuAnn Jenkins, Judy Kurrasch, Larry Gattis, Sloan Fountain, and Allison Herrin

MINUTES

No minutes to review.

TREASURER'S REPORT

No report on hand. Swamp Fest Financials were discussed. (See attachment)

ORGANIZATION

- **New Downtown Business – Three (3)**
 - **The Secret Box** – Located on Alice Street, is a furniture and knick-knack store w/ consignment items. It opened in April 2013.
 - **Fancy Q** – Located on Lott Street, is a Japanese Steakhouse w/ sushi; opens on May 28, 2013. They have several other locations in Fernandina, St. Simon's Island, and Hilton Head. Their original open date was set for December, but with a new calendar year approaching they did not want to have to pay for two business licenses back-to-back and they were in search of cooks.
 - **Deep Field** – Located above Yarbrough's Printing & Supplies; is an internet-based business.
- **New Business**
 - **KOBE** – Located on Memorial Drive, will be a Japanese (w/ sushi) diner.
 - Attitudes Hair Salon – Moved, building is up for sale.
 - **Dollar Market** – Board members questioned the hours of operation; seems like no one is ever there.
 - **Ideal Flowers & Gifts** – Relocated to Alice Street.

PROMOTION

- **Mother-Daughter Tea Party** – This is the third year for this event. It was held at the Lott-Hitch building with a fee but this year it will held at the Historic Rail Depot at no cost. The only purchase will be table linens and chair covers w/ swags. With a larger venue a larger participation is expected. Rockin' Robin Children's Boutique has contacted Main Street – they would like to have a fashion show (30 minutes long) for the young girls and mothers for the upcoming season's apparel.

Mrs. Fountain expressed that donations for door prizes are needed. If anyone has any ideas, items, gift cards, etc. please see her. She also noted that anyone that would like to help set-up and clean-up is much appreciated. Sharon Radford will be a tea cup that was rented by Main Street.

It was suggested last year that two males be escorts for the young ladies to their tables. Larry Gattis and Ken Taft have been selected and were requested to wear their tux.

- **Farmers Market** – Tina Germano, owner of The Secret Box, contacted Stacey Wehmann and Sloan Fountain in regards to having a Farmers Market on Alice Street. Though it would be nice, there were rules and regulations that would need to be set and a committee to organize and run it. Mrs. Wehmann suggested the first or last Friday of the month. Mrs. Germano was supposed to present this idea to the board, but she was unable to attend this evening.

Ken Taft state that it is a great idea and if is elected to go-forth, getting the vendors will be the start and then have a great big kick-off event. Marian Solomon-Gaines stated that someone tried to pull this kind of thing off several years ago, and it just didn't work out.

Mrs. Wehmann and Mrs. Solomon-Gaines discussed the concerns of food vendor licenses and having USDA do an exemption regarding those perishables that are not cooked. Ginger Peagler mentioned that Ms. Heidi Flowers would be a great POC since she runs the market in the county.

DESIGN

ECONOMIC RESTRUCTURING

- **DWDA Report** – The DWDA has purchased the stage that was used for the Swamp Fest performances and contests. They did say that Main Street may use this stage for events when available.

MANAGER'S REPORT

- **Swamp Fest Report** – Mrs. Fountain discussed the comments made about the main band's, Pink Cadillac, performance on Saturday, April 6th. Comments received were in dislike. She mentioned that cost of the band was supposed to have two female singers and five band members; only one female and four band members showed up. The band also needed music stands—very odd request—shouldn't the band already have this kind of equipment?

There was a discussion about the praise for local talent on the stage on Friday and Saturday afternoon. Allison Herrin made a suggestion that if the crowd seemed to enjoy the local music, next year have a big local talent perform on Saturday night.

Mrs. Fountain also mentioned that the attendees questioned the date that Swamp Fest is held on along with the other events going on in Waycross that same weekend. It was discussed amongst the board and the date will continue the same first weekend of April.

The Rod Run was a great success with the Swamp Fest. The board hopes they will continue to attend and help promote Swamp Fest, as we do the same for them.

ADJOURNMENT

Meeting was adjourned at 6:15pm. Next tentative meeting will be May 14, 2013 at 5:15pm at City Hall in the Commission Chambers.

SWAMP FEST FINANCIALS

2013 Income			Total Profit
Sponsors	\$12,150.00		
Coke & T-shirts	4,744.00		
Vendor Fees	12,000.00		
		\$28,894.00	
2013 Expenses			
Advertising	\$ 1,200.00		
Contests	300.00		
Entertainment (Sound, Stage, Lighting, & Music)	16,800.00		
Electricity	400.00		
T-Shirts	2,041.00		
Ice	175.00		
Website	1,000.00		
Porta-Potties	800.00		
BMI Pymt	850.25		
Coke	675.00		
		\$24,241.25	
Overall Total			\$4,828.00

2012 Income			Total Profit
Sponsors	\$12,525.00		
Coke & T-shirts	3,182.69		
Vendor Fees	12,040.00		
		\$27,747.69	
2012 Expenses			
Advertising	\$2,794.95		
Contests	500.00		
Entertainment (including sound)	20,859.00		
Electricity	390.00		
T-Shirts	2,776.15		
License Fee	640.00		
Website	1,050.00		
Other Events	907.39		
Misc.	1,402.50		
Cleaning Crew	1,000.00		
		\$32,319.99	
Overall Total			(\$4,572.30)