

~~Main Street Downtown Waycross~~
~~Meeting Minutes~~Waycross Main Street
Meeting Minutes
May 22, 2018

I. Call to Order

Ken Taft called to order the regular meeting of the Waycross Main Street at 5:14 p.m. in the

City Hall Commission -Chamber ~~Office~~.

II. Attendees

Present: Ken Taft, Peggy Grady, John Ganas, Marla Howell, Paula Sapp, Wayne Caffarell, Jerry Carver, Mike Murchinson, Angela Carstens, Drew Bolden, Wendy Walker, Pam Taylor, Rene Sellers, Allie Sweat, Alan Jones, Lorna Burch

Absent: Dodi Moore, Toni Brown

III. Approval of minutes from last meeting John Ganas made the motion to approve the minutes from the month prior, seconded by Ms. Sellers, and approved by all. Minutes approved as cared by Ken Taft.

IV. Open Issues

-John Ganas, suggested that it would be in our best interest to form specific committee within in our Mainstreet Organization that would be a standing committee for Swampfest, Pam Taylor Seconded the motion and everyone agreed with the only further discussion that we have a special called meeting within the next 60 days to discuss the cost and expenses incurred with this years past Swampfest. No date was set for this meeting at this time.

-Ken Taft discussed the concern of the flags being put out to the local merchants and that we needed to discuss this further, turning the conversation over to Marla Howell who had concerns that giving the flags out to the business owners would lead to not only the loss of the flags over time.

-It was left that the few flags already passed out would be collected and Marla Howell was taking the bracket to East Coast Welding to see how the brackets could be secured to the poles so that the installation and removal of the flags during the holidays could be orderly and consistent.

-It was agreed that we would have the flags ready for instillation for the 4th of July holiday. Marla Howell made the motion to postpone the installation of the flags and it was seconded by Jerry Carver, voted and agreed by all.

V. Treasurer's Report - Pam Taylor

a) Mainstreet \$-6,401.43

b) Swampfest \$28,405.06

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~~VI-VI~~. Manager's Report –

Peggy Grady spoke on the Mother Daughter Tea Party, thanked those in the room that helped set up the event and said that the checks and balancing of that event would be completed for the next month's meeting.

-Peggy told us of the Grants that she is working on with the Fox Theater to help in the renovation of the downtown theater, Ritz. On May 10th. Went to 3 industrial locations in industrial park, and on May 17th she participated in with the Design team Webinar.

-Movies in the Park has been turned over to Mainstreet from the City, without any prior notice for June 8th. There was concern as to the lack of communication to the board about these changes.

-Peggy informed us that she got sponsorship for the royalties for the movie, however there is the cost of the printing and the newspaper. There was a cost for printing that needed to be paid.

-The motion was made by Pam Taylor and seconded by Marla Howell that we not place the ad in the paper. Motion carried by all.

-Allie Sweat made the suggestion that we spend \$50.00 to boost the post on Facebook instead of the \$250.00 for the newspaper ad.

-John Ganas suggested that the local Humane Society be called in to have adoptions available for that evening since the movie was about a dog.

-Rena Sellers suggested that we get involved with using Event Bright and she is going to become our Social Media Coordinator going forward after a motion by Ken Taft and a second by Pam Taylor. The motion carried.

VII. Organization –Marla Howell

The second Saturday of September has been set for the Downtown Sidewalk Sale at the rate of \$10.00 for downtown businesses, and \$15.00 for the other vendors. We agreed that the 2x4 Banner made by Plant Café would be mounted on a wood or hard backing to use on an easel at our events. Plans are being made to get a membership drive and Drew is going to work with the local radio stations to give our members more for their membership to add to the Spotlighting of our Members. Ken Taft reported that the Organization committee had approved the change of the length of time that a member needs to be in Mainstreet to eligible for the Façade Loan from two years to one and that the committee recommended approving the Façade Loan application by Dodi Moore for Sassy Sisters Consignment/Warehouse 84., which was second by Peggy Grady. The motion carried unanimously. Marla also reported on preliminary plans for Painted Murals around town to bring in people and develop a tourist attraction for the downtown and fundraiser for Mainstreet is being planned.

~~Corporate Sponsorships~~

~~Membership cards to get people downtown, Roger did agree for the Ritz theatre. Have~~

~~Quotes coming that I have to get to Peggy for membership cards.~~

~~Also interested in doing side walk sales once or twice a year just to get everyone to rotate through the Downtown area, on those days looking to offer booths 10x10 spots for each business. 15\$ for each spot.~~

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VIII. Economic Reconstruction-Vitality - John Ganas- informed everyone that he had went to the last DWDA meeting and that they are working with the company to hire an Executive Director for the purpose of working on filling downtown with businesses in conjunction with the Counties support.

-He informed us that Circle K is interested in giving concessions to get the two open locations at the base of the Phoenix rented. Possibly a Coffee Shop etc.

-John made a motion that we request that the city to remove all the old banners that are still hanging due to fading and they are not appealing to downtown. Pam Taylor seconded the motion and it carried unanimously.

~~-Have to petition about it because an equal amount is really supposed to go towards Downtown Main Street~~

~~(see with City Commission)~~

IX. Promotions - Dodi Moore- not in attendance.

X. Design- Jerry Carver-finishing up flag project; and currently working on sponsorships for plants etc.

~~-XI-XI New Business-~~

~~Ken Taft reminded everyone that the next meeting is on **Tuesday, June 26, 2018 at 5:15 p.m.** The meeting adjourned.~~

~~-Get to vote towards anything involving main street~~

~~-looking for face value~~

~~"Spotlight" take a picture with sign, put on Facebook and put in Newspaper. In addition to Spotlight also listed on Main Street Website~~

~~-put on Facebook also (more social media mainstream) so more viewers to come across.~~

~~-Trying to get the company of the week or month for "Spotlight".~~

~~-Can do downtown Main street member commercial, also bring members that we can get them a commercial make that apart of brochure for members.~~

~~Ken Tfaft called to adjourn the meeting and reminded everyone that the next scheduled meeting would be **Tuesday, March 27, 2018.**~~

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