

~~Main Street Downtown Waycross~~
~~Meeting Minutes Waycross Main Street~~
Meeting Minutes

June 26, 2018

I. Call to Order

Ken Taft called to order the regular meeting of the Waycross Main Street at 5:21 p.m. in the

City Hall Commission -Chamber ~~Office~~.

II. Attendees

Present: Ken Taft, Peggy Grady, Marla Howell, Heather Markel, Dusty Sweat, Wayne Caffarell, Rene Sellers, Raphael Maddox, John Riddle and son Brad Riddle.

Absent: Dodi Moore, John Ganas, Jerry Carver, Alli Sweat, Angela Carstens, Pam Taylor, Mike Murchinson

III. Approval of minutes from last meeting the minutes of the previous meeting Wayne Caffarell made the motion to approve and it was second by Dusty Sweat.

IV. Open Issues

-Raphael Maddox, City Manager spoke about the City's request to make the Christmas Parade an official event on the second Saturday of December. This is a change from the past date of the first Saturday of the month. The change to the second Saturday of December would allow us to incorporate the event into the Second Friday events going forward. Marla Howell made the motion to change the date and it was second by Wayne Caffarell. Mr. Mattox also noted that going forward that he felt that Mainstreet being part of the city was a good thing and that he would start putting Peggy on the City work session agenda to better allow for the commissioners to be informed on what Mainstreet is working on. Marla Howell brought up that since they ran short on the flags and had not had any presence on Plant Ave. that she had contacted Lowes who agreed to sell the additional flags to us at 5.00 cost per flag. Mr. Mattox noted that to let him know how many was needed and he would take care of that purchase.

-John Riddle of Okefenokee Living Magazine spoke on how he would like to help get Mainstreet involved in the magazine and gave ideas and explained how he was going to set up the page with Mainstreet logo and that he would offer the board a discount rate, discussing the cost-effective ways to get involved with the advertising in the magazine. We did discuss having the full-page ad worked out so that members of Mainstreet who wish to place an ad in the magazine would be represented on the single page. He was offering a full page for \$500.00 which would form the "Around the Region" section of the magazine. Basically, promoting the EAT, SHOP and PLAY theme. In the offer the local businesses would get a ¼ page ad for 375.00 instead of 600.00 in helping to promote the downtown area. The dog contest that they just ran was a success and it gained them triple the Facebook coverage. They are willing to take payments for the ads.

- Peggy Grady resumed taking the meeting minutes after Marla had to leave.

- Leftover T-Shirts- A general discussion was had and it was suggested that the left over T-shirts should be given away as prizes at MainStreet events.

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- Do more FB advertising example “Do you want to relocate downtown we have some vacant buildings”
- Link FB to the Waycross GA website
- Speak to Jerry about fixing the brackets for Flags

V. Treasurer's Report - Pam Taylor

- a) Mainstreet \$-5,530.56
- b) Swampfest \$26,844.39

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~~VI-VI~~. Manager's Report –

-Peggy Grady asked for Christmas Parade theme suggestions. Ken suggested that we post on Facebook and ask the public to submit their suggestions. Also, it was discussed that we hold a Christmas Tree lighting ceremony downtown.

-The movie for the Second Friday in July will be The Incredibles. It was unanimously agreed that the posters be done in black and white which would save about 200.00.

-Returns of Tea Party T-Shirt sales is almost complete, with only two people remaining to claim refunds.

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VII. Organization –Marla Howell

The Downtown Discount Card through KT Designs was the best price coming in at 500 minimum at the price up front of 575.00 which he noted should be sold at 10.00 per card and that it would start in December 2018 and end expiration on Jan. 15, 2020. This would give participants full coverage. We discussed ways of marketing by each participant selling 10 cards each on a card that would allow for 24 slots. We are waiting on the contract to be sent from KT Designs and will get that and the cover letter together for going out to the public and gain a membership and an ad for the card discount.

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~~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- absent sent in his report via email: Peggy- As I mentioned I won't be at the meeting tomorrow, I will be in Gainesville. A few updates:

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Not many property owners responded back, I did update the sheet and send it to you with notes on responses. We need to figure out another way to try and reach these folks.

Does anyone have any ideas on how to advertise vacant/for sale/rental property in downtown? Could we maybe start a vacant property of the month showcase in the WJH to advertise vacant space, we could list out different incentives including the recent enterprise zone and also highlight some of the building or properties characteristics that would make it ideal for a property owner to buy?

Does anyone have any contacts with CSX? I have spoken with some folks in the community but haven't gotten much traction with that. We need to really get CSX on board to help with Swampfest.

I know that when ya'll visited Brunswick ya'll got information on the Blight Tax. I think this would be another good incentive to implement in Downtown Waycross to encourage owners to either upgrade or sell. I would say put it to a vote with the Mainstreet board and work on proposing it to the Commission to implement. Valdosta, GA is currently working on implementing a Blight Tax in their area as well.

Swampfest- have we gotten all the numbers back? I think we need to schedule a separate meeting with the

Swampfest board we created and go through each cost and determine the value. I think the event is a good event but there is a lot of room for improvement as far as the entertainment/food vendors/etc.

I have gotten the list of all the chamber members, I am working on pulling information out of that and creating just a list of Active Downtown Businesses and their contact information.

~~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- Dusty Sweat reported that Jerry Carver was not able to make the meeting but that they had discussed and contacted ServPro and they had started working on the graffiti issues we are experiencing downtown. They are still working on some other forms of removal and solutions for the problems. Alli Sweat has been working on trying to get some of the empty buildings rented in the Downtown area. In addition, Doris Germano is selling the old Kress building~~

~~XI. New Business-~~

~~Ken Taft reminded everyone that the next meeting is on Tuesday, July 24, 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 Taft called to adjourn the meeting and reminded everyone that the next scheduled meeting would be Tuesday, March 27, 2018.~~

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