

# WAYCROSS MAIN STREET BOARD

## MINUTES

July 9, 2013 — 5:15pm

### CALL TO ORDER

Stacey Wehmann called to order the meeting of Waycross Main Street at 5:15pm on July 9, 2013 in City of Waycross Commission Chambers.

### ROLL CALL

The following person were present: Ken Taft, Danny Yarbrough, Ginger Peagler, Stacey Wehmann, LuAnn Jenkins, Judy Kurrasch, Sloan Fountain, Tina Germano, and Allison Herrin

### MINUTES

Ken Taft made a motion to accept the minutes as corrected. Ginger Peagler seconded the motion. The motion passed.

### TREASURER'S REPORT

Current balance of Waycross Main Street Account is \$4,790.80 as of June 11, 2013.

### ORGANIZATION

- **Wild Souls** – Wild Souls, women's boutique, has moved from Memorial Drive to Alice Street, downtown.

### PROMOTION

- **Downtown Market** – A discussion was brought up per Ms. Germano that the flyer (enclosed) for the market was completed and passed around town. There are 11 vendors as of today (7/9/13) including meat, produce, artifacts, crafts, paper, funnel cakes, jewelry, and baked breads. Ms. Wehmann suggested a special for those with fishing equipment and/or Mary Kay in November and December, for those interested in holiday shopping.
- **Pumpkinfest Date** – The date of Thursday, October 24, 2013 from 5pm-7pm has been set. This will take part in Phoenix Park. A "Trunk or Treat" (like the churches) was suggested but with limited items for candy/treats. Bounce houses will be there as well.
- **Swamp Fest Update** – Ms. Fountain discussed the music for Swamp Fest. She spoke with Keisha Strickland, who is good friends with Sugarland and maybe a possibility if the price is right. Work is still taking place on the local bands. Ms. Germano suggested local dance companies to come and perform – it was stated by Ms. Fountain that we already have some attending and perform.

Ms. Fountain also stated that the fireworks will have to be paid for by Swamp Fest funds next year - \$5,000. GATX will continue to be a sponsor. Mr. Yarbrough asked about the Bed Race – and asked if anyone got in touch with the manager at Simmons. Ms. Fountain stated that is possible that they will get involved.

Mr. Yarbrough brought up that sponsors should be able to sponsor a specific thing for an event(s) at Swamp Fest, such as the fireworks.

It was requested of the board and members that everyone think of some acts. Some will be returning but if we would like to see different ones to please make suggestions. The zip line and car show will be returning.

It was suggested by Mr. Yarbrough that we consider checking into other cities regarding a percentage cut of income made by the acts/vendors that come to Swamp Fest. This may help with costs.

Ms. Peagler suggested having a celebrity guest or a reality TV star. Mr. Yarbrough suggested having Honey BooBoo come and make an appearance.

The Swamp Fest Trademark was discussed. Danny Yarbrough made a motion to move forward to trademark the name. Ken Taft seconded the motion. Motion passed.

## **DESIGN**

Ms. Fountain discussed the Rails for Trails project. She explained that it is managed out of Jesup (DOT regional office). The funds have been pushed back to August. As soon as the monies are in hand the job will be up for bid.

## **ECONOMIC RESTRUCTURING**

- **DWDA Report** – Mr. Yarbrough reported that the DWDA will have Richard Sasser to create plans and drawings of permanent space/shelter across from Ideal Florist – recreating the passenger train covering that once stood there at the train depot – creating a train observation in conjunction of downtown market.

## **MANAGER'S REPORT**

Ms. Fountain reported that Main Street (regionally) stated that there were eleven new businesses in the downtown areas – five of those are of Waycross; several from Tifton, Valdosta, and Homerville.

- **WayCross Fest** – Ms. Fountain informed those present of the WayCross Fest that was going on downtown July 19 and 20. This was a Community Improvement event. The flyer was included with the agenda.

## **ADJOURNMENT**

Meeting was adjourned at 6:05pm. Next tentative meeting will be August 13, 2013 at 5:15pm at City Hall in the Commission Chambers.