

**Waycross Main Street
Meeting Minutes
July 24, 2018**

I. Call to Order

Ken Taft called the meeting to order at 5:18 pm on July 24, 2018 in the City Hall Commission Chamber.

II. Attendees – Present: Ken Taft, Peggy Grady, John Ganas, Heather Markel, Wayne Caffarell, Mike Murchinson, Rena Sellers, Paula Sapp, Angela Carstens, Marla Howell, Pam Taylor.

Absent: Dodi Moore, Jerry Carver, Dusty Sweat, Alli Sweat

III. Approval of Minutes from Last Meeting – Ken Taft asked for board members to review the minutes from the last meeting. Wayne Caffarell moved for approval with Marla Howell seconded and approved.

IV. Treasurer's Report - Pam Taylor gave the following report of reported the balances of the treasury:

- A) Main Street Account Balance - \$5,530.56
- B) Swamp Fest Account Balance - \$26,844.39

V. Manager's Report

- A) Bethany Strickland, Main Street Manager for Better Home Town Blackshear attended to state that she would like Waycross and Blackshear to coordinate their Christmas Parade themes so that entrants could participate in both parades. Blackshear has selected the theme of "Rockin' Around the Christmas Tree." Peggy Grady thanked her for attending and informed her that we would let her know what the board decided.
- B) Peggy announced that a Shoe Rally at Mary St. Park will be held on 7/28/18 for students at the high school. Sponsors have donated shoes, but coordinators are looking for more sponsors to donate other items such as beverages, snacks, ect. She encouraged members to attend and support the event from 11-3pm.
- C) Coastal Sidebar Conference is August 8th. Recommended that board members attend for extra training and so that Main Street will have additional points given to our group at the end of the year.
- D) Peggy was able to attend Fox Theatre for Grant Training. She met with a potential business owner named Elizabeth on 7/5/18 to look at buildings for "Soul Food." The OHC is interested in the Carver Theatre downtown; and Peggy met with OHC director, Elizabeth Welch and Bishop James on 7/6/18.
- E) Peggy announced that Movie in the Park, "The Incredibles," was successful on 7/6/18. Approximately, 75 people were there. Peggy asked the board to fund the flyers and posters for the August movie. A general discussion was had. (Board member name) moved to approve purchasing flyers in black and white while keeping only the movie

posters in color, (Board member name) seconded the motion. Discussion on leaving a movie poster in each classroom for teachers to display. YMCA, churches, and libraries were also mentioned as places of interest to drop off the flyers.

- F) The next rural zone meeting will be at Suite P of the Depot is from 10:30-11:30 on (date). Meeting for Rural Zone was held 7/17/18 and another one is currently being scheduled.
- G) Peggy attended business after hours at Oasis 7/19/18.
- H) Peggy is working on an Express Grant- 2000-for performers.

VI. Organization -Marla Howell, Chair. Committee members- Angela -Drew-Pam

- A) We are still awaiting Dodi Moore to sign the paperwork to complete the Façade Grant Award.
- B) Marla Howell presented the Downtown Discount Card which promotes downtown businesses. She announced we will need to gather 20-24 businesses by 10/31/18 for cards to be made. She asked board members to suggest a name for the card. The Organization Committee will draft a revised version of the letter inviting businesses to participate in the Downtown Discount Card and send out by email.
- C) Marla announced that her committee will meet in August to work on their action items on the work plan.
- D) 101 Training- For those who have not completed, it is important to finish before August 5th for discount. Your money will be reimbursed if you show a copy of 101 Main street certification.

VII. Economic Restructuring - John Ganas, Chair. Committee members- Alli

- A) Matt Aiken met with John Ganas and is looking for buildings to buy and develop like the Old Post Office.
- B) John reported that his committee is looking into creating incentives to bring more business owners and developers downtown and would like more information to help construct a plan.
- C) John will chair the Swampfest Committee and asked for looking for people to join and volunteer.

VIII. Promotion - Dodi Moore, Chair. Committee members- Michael-Toni-Renae

- A) The next Movie in the Park is August 10th featuring "Wreck It Ralph."
- B) On reviewing on the Movie in Park "Incredibles"- 75 people attended. The board had a brief discussion of requiring vendors to pay a fee to attend the Movie in the Park events, but decided to table that for now because at least for this year we had already invited vendors for the remaining movies but not told them there would be a fee.
- C) Pumpkin Fest will be held on October 25th.
- D) Christmas Parade- 3 judges will be picked to determine the best categories for the floats-theme, lighting, sound, and design. It will be based off of a point system. Winners will receive money. (Board member name) moved to set the Christmas theme as "Rockin' Around the Christmas Tree." (Board member name) seconded the motion. The motion carried.
- E) A general discussion on the Mother-Daughter Tea Party was held where it was suggested that we look at income/expenses-moving forward to be cost effective with no losses. Ken will meet with Promotions committee to discuss costs and making changes for next year.

IX. Design- Jerry Carver, Chair. Committee members- Dusty, Wayne

- A) Ken Taft reported that the City requested that the banners be sent for bids. Peggy informed that the request for bids had not been in the paper for a full week at the time of the meeting.

X. Swampfest

- A) John Ganas is chairing the committee. Ken Taft, (and others) volunteered to serve on the committee.
- B) Joe M. Turner Magician had requested to perform at Swampfest. We are awaiting further information from him on the act.

XI. New Business

- A) Angela Carstens agreed to serve as Secretary. Marla Howell moved to approve Angela as Secretary. Pam Taylor seconded. The motion carried.
- B) Angela stated that OHC would like to display children's art in the local downtown businesses from August 5- September 22nd- if interested, please contact OHC director Elizabeth for more information. This is a great opportunity to bring in more potential families downtown.

- XII. Motion to adjourn-** John Ganas moved to adjourn, with second by Wayne Caffarell. Ken Taft announced the next Meeting to be held on Tuesday, August 28, 2018. The meeting was adjourned.