

~~Main Street Downtown Waycross~~
~~Meeting Minutes~~Waycross Main Street
Meeting Minutes
August 27, 2018

I. Call to Order

Ken Taft called to order the regular meeting of the Waycross Main Street at 5:20 p.m. in the

City Hall Commission -Chamber ~~Office~~.

II. Attendees

Present: Ken Taft, Peggy Grady, Marla Howell, Dusty Sweat, Wayne Caffarell, Pam Taylor, Dodi Moore, Jerry Carver, Alli Sweat, Angel Carstens, Edward Cady

Absent: Rene Sellers, Mike Murchinson

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

IV. Open Issues

-Eric Hickox, animal science teacher and horticulturist at the local high school informed us that he has potential resources for beautifying Downtown.

-Eric and his coworker, Bennett, teach the Plant Science Pathway and the Horticulture courses for High School students. Eric suggests that students could participate in a community project for their Nursery Landscape class to beautify Downtown. It would be free labor, bring the community together, and Main Street could support the High School by buying their plants directly from students at a discounted price.

-Design Committee was designated to work with Hickox and with his associate, Bennett, to create this opportunity. Wayne Caffarell will head up this project to begin beautifying the Downtown.

-Edward Cady, the new Director of DWDA, is very excited about partnership programs. He has grown up in Waycross and he remembers the 'Hustle and Bustle' of the 'Past Downtown.' Edward has an extensive background in government and management. He used to do financial audits for CSX, he was a project manager at Lowe's, and has moved his way up through various government office positions. Eric's previous experience even included beautifying the Downtown area and he encourages Waycross Main Street to do the same. He is available and willing to help out in any way he can.

V. Treasurer's Report - Pam Taylor-report is ongoing

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~~VI~~ VI. Manager's Report – Peggy Grady

-The Chamber is holding an Economic Entrepreneur and Small Businesses Course in Tifton from 10-12pm on 8/30/2018. Everyone is welcome to attend.

-Shoe Rally- Mrs. Harris was able to gather a lot of new shoes to distribute to the kids this year. It was a very successful event.

-The Movie Night for the Second Friday in August had a rainout.

-Peggy attended the GMA GA. Downtown Conference. It was very insightful and gave an example of how a local hotel and restaurant both gathered banners and advertising information to display for tourism.

-Rural Zone Update- Currently waiting on Job Credit Grant for Business Incentives.

-Main Street Update- Oak Street was also included as apart of Downtown.

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VII. Organization –Marla Howell

-Façade Grant-We are still waiting approval. Once Dodi signs the papers, we will be underway for the grant.

-Work Plan Review in process; looking for a date to get together and discuss

-Jerry has contacted Roland Thurston and Craig Johnson to do murals Downtown. Roland charges \$8-\$10 per foot and Craig only charges \$8 per foot. Will contact Pepsi for Muralist Services as well.

-Marla has asked Roger Johnson permission to paint a mural on the outside of the Ritz Theatre. A rough sketch has been created for the mural. It is Vaudeville and Movie themed. A presentation will created to present in front of the Ritz Theatre Board. Once the mural is approved, the Organization committee will begin working the Design committee on a plan.

-Discount card Troy Mattox sold business so we need to reestablish contact. People don't want a membership because of \$100 cost for discount cards. We need to rethink the package plan to show and promote the benefits of Main Street. Ken with meet with the Organization committee to come up with a better strategic plan.

-101 Training for Main Street- Marla will get with the last remaining board members to finish it by the end of September

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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.~~

VIII. Economic Reconstruction Vitality –Allie Sweat- Stepping in for John Ganas

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-We applied for Rural Zone and currently waiting for Application to be accepted.

-Business having been looking at buildings being shown downtown.

-Michael Jacobs suggests that signs should be in the windows of vacant properties to properly market them locally and online. Ken, Peggy, Pam, and Allie will work on this project together for a strategic marketing plan.

~~-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

-Dodi reported that the movie night in August was rained out but had a successful turnout.

-Pumpkin Fest-

- i. Poster Design needed-may use the same one from last year
 - ii. It is decided that we will have games with candy treats; we will not be doing a trunk or treat
 - iii. Matt's DJ Pricing Bid was approved; Dusty was first to motion. Jerry seconded the motion. Motion carried.
- Christmas Poster Design will be the same as Blackshear

-Grinch Costume Design- Marla suggested Mike Merchinson's cousin. Dusty suggested his mom. We will come back to that decision next session

-Homecoming Parade will be September 20, 2018. Kady Abrams and Amy Morrison are the two teachers in charge of the event. Vote was approved to display Main Street's name on poster to fund Homecoming Float Prizes; Pam was first to motion. Wayne seconded the motion. The motion carried. An additional vote was made concerning funding on the condition if they are not willing to put Main Street on Poster, funding will be retracted. Pam was first to motion. Dusty seconded the motion. Motion was carried. Peggy will notify us about results of poster over email. Next there was a 3rd vote to approve Homecoming Best Float Prize Money; \$100 for 1st, \$50 for 2nd, and \$50 for 3rd. Pam was the first to motion. Marla seconded the motion. Motion was carried.

-Dodi mentioned that she knows a business teacher who would like to help beautify businesses in the Downtown. Teacher would like to create a class project for students to create a Christmas window display for businesses.

X. Design- Dusty Sweat

-Peggy and Jerry are working on designs for Downtown banners. Some designs include a big "W", background designs for Gator Football season, Christmas, Swamp Fest, and Patriotic themes. Ken, Jerry, and Design committee have contacted Yarborough's about banner designs. They are going to be creating a mock up design to present to other organizations as well as the DDA.

-New suggestions were made to contact Garden Club and the Arts Council for Mural Artists who would like to help us beautify Downtown.

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~~**XI-XI . Swamp Fest-Pam Taylor**~~

-We are thinking about rehiring Joe M. Turner, the Magician, again this year. Peggy is looking into the price so we will table this discussion till further notice.

-Southern Sound and Lighting’s bid for sound/ lighting has been approved; Pam was first to motion. Wayne seconded the motion. Motion was carried.

-Southern Sound and Lighting’s bid for roof/stage was also approved. Dusty was first to motion. Marla seconded the motion. Motion was carried.

-Band Selection is still ongoing.

-Pam volunteered to be new Swamp Fest Chair Member.

-Rehiring the Tams is another ongoing discussion that we will table until later.

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XII. New Business

-Peggy announced that Mrs. Elizabeth from the Heritage Center could help our organization by applying for the Georgia Humanities Grant. All she requests is a donation to the Heritage Center. Further details will be discussed at a later time. This is an ongoing process.

-Facebook Main Street Page will now include new admins Dodi Moore and Rene Sellers in addition to Peggy Grady.

~~**Ken Taft reminded everyone that the next meeting is on Tuesday, September 25, 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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