

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

September 25, 2018

I. Call to Order

Ken Taft called to order the regular meeting of the Waycross Main Street at 5:18 p.m. in the -

City Hall Commission -Chamber ~~Office~~.

II. Attendees

Present: Ken Taft, Peggy Grady, Marla Howell, Dusty Sweat, Wayne Caffarell, Dodi Moore, Jerry Carver, Angela Carstens, Mike Murchinson

Absent: Pam Taylor, Rene Sellers, Alli Sweat, Edward Cady

III. Approval of minutes from last meeting the minutes of the previous meeting Dusty made the motion to approve and it was seconded by Wayne; motion carried.

IV. Treasurer's Report – Pam Taylor

- a) Mainstreet \$-4,590.56
- b) Swampfest \$24,754.78

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VI-V Manager's Report – Peggy Grady

- a. Spring 2019 Region 11 The Georgia Academy class- Peggy was nominated by Diane West-ONGOING; SGRC meeting 8/27/2018-ONGOING
- b. Okefenokee Football Classic Game 8/8/18-COMplete; Meeting with Molly O’Hearon Downtown Director of Jesup Ga- she visited the Strand Theatre 8/10/18-COMplete; NextSite meeting held by WWDA/DDA @ the Suite P 8/12/18-COMplete; Meeting with Ken Taft and Pam Taylor 8/13/18-COMplete; Homecoming Parade 8/20/18-COMplete; Okefenokee Arts Fest 8/22/18-COMplete; New Main Street members HH Burnet and Company, Inc.; Clay Gibson-Ashley’s Furniture; Glynn Kirkland-Badcock Home Furniture & More 8/2018-COMplete; Okefenokee Arts Festival 8/22/18- COMPLETE
- c. Glynn Kirkland Store is open till 7pm; spread the word
- d. Peggy called on Marla to present Next Site Meeting information-We have not made a connection yet with Business Investors but there is a new software that will come up with shopping patterns and create an idea of what shops can be placed successfully downtown; It creates a mock-up of downtown and will accurately predict what type of businesses needed. This process is ONGOING.
- e. Peggy took pictures of new members and wrote an article about them in the newspaper; Peggy suggests that each board member try to bring in at least one new member to Main Street each month.

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VI. Open Issues

- a. Okefenokee Arts Festival 8/22/18
 - Sparse Attendance; In future, should need be placed near Plant Ave.
 - Better communication between OHC and Main Street/City
 - More advertisement for event in future
- b. Clay Gibson
 - expand into video shop next door
 - Issue cost for video shop rental space; outrageous cost like \$4000 per month

VII Organization –Marla Howell-Committee-Angela-Drew

- a. Façade Loan- Dodi announced that she was able to pay for the façade signage herself without the need of the Façade Loan funds. Therefore, since she has not signed any of the paperwork for the program, Main Street will keep the funds and consider offering another applicant the opportunity to access the funds.
- ~~a~~b. Work Plan Review 9/24/18-COMplete
- ~~b~~c. Art Murals; Marla and Angela experimented with wall outside Plant Café; Marla is looking for ‘Oops Paint’ from local businesses. Jerry and Dusty will also continue to work on bringing mural artists downtown; ONGOING

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e.d. Gator Bingo Scavenger Hunt Event to bring everyone downtown to bring exposure to downtown local businesses. We will hide gators, people will hunt for the gators near selected business, and have a bingo card stamped by the owners to turn in for a prize such as a man's watch and a woman's ring; It will be in conjunction with walking tour. We will promote taking selfies and posting on Main Street FB page. ONGOING

e.e. Email Contact List- Currently, there are no emails listed next to downtown businesses online. Alli will give a business contact list to Marla so she can assign Ashley to collect a email list from all businesses. Once that's done, we can begin an email chain to notify the local businesses of the Main Street activities; ONGOING

e.f. Thank you letter to Lowe's was completed and framed

f.g. Cookie Tins Fundraiser- Waiting till next year to start; ONGOING

g.h. Walking Tour- Danny Yarborough would be willing to give the history tour downtown and create a trivia game based off Waycross history. Might consider starting tour on Small Business Saturday. More to come; ONGOING

h.i. Discount cards – Many businesses downtown do not see the value of being a member. We need to provide businesses with a tangible, specific way of providing value. It needs to be a clear and a concise reason to join. One way is to send messages via email to let members know about events and the opportunity for memberships. Businesses have expressed that they would like to know how we (Main Street) will help their bottom line. If Main Street connects to people, we can make a connection to businesses. Will have to wait on the discount cards for now until we build up interest and memberships; ONGOING

i.j. 101 Training for Main Street- Marla will get with the last remaining board members to finish it by the end of September; Jerry currently needs to finish training.

~~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 – committee- Allie Sweat-

- a. \$265 – Fee for Georgia Training Academy Class- covers 4 sessions on February 26, 2019
- b. Peggy would like to be nominated to go to Georgia Training Academy for Economic Development; first to motion approval was Marla and it was seconded by Jerry; motion carried.

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

~~(see with City Commission)~~

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IX. Promotions - Dodi Moore-Committee-Alli

- a. Homecoming Parade- Dodi was a judge; It was very successful and there were a wide variety of 44 floats present; COMPLETED
- b. Dodi has not had a committee meeting yet; Ken will meet with Dodi
- c. Pumpkin Fest 10/25/18; ONGOING
 - i. Volunteers from 5:30-7:30pm; Peggy will contact Old Nine Community, Yolanda River 's Group, Delta Gems, and Old Nine Community. Dodi will try to figure out who can help run concessions.
 - ii. Pumpkin Fest Flyers to be handed out to school through Mary Alice Auburn; vote to print flyers in black and white only if cost for color is over \$150 was first motioned by Dusty and seconded by Angela; motion carried.
 - iii. 3 judges needed- Dusty nominates his wife; ONGOING
- d. Christmas Parade 12/8/18; ONGOING
 - i. Grinch Costume (\$95.89)-motion to buy suit was approved by Peggy and seconded by Dodi; motion carried.
 - ii. Santa Suit-Fire Department has always dressed as Santa; will check with them about suit; ONGOING
- e. Fall Business Window Decoration Contest/ Fall Façade Contest-name to be determined; ONGOING
 - i. Vote to approve contest was first motioned by Marla and seconded by Dusty; motion carried.
 - ii. Date determined will be October 19th
 - iii. Award will be a picture in the newspaper and fb as winner

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X. Design- Jerry Carver-Committee-Dusty-Wayne

- a. Banner Designs; ONGOING
- a-b. Garden Club and Arts Council- art mural contact; ONGOING

XI-XI. Swamp Fest

- a. Peggy presented band options; Mike will come up with a generated price and contract for his music, and Marla will come up with information on her recommended band; next meeting a vote will take place so we can schedule our musicians in advance; ONGOING
 - i. Bands we are considering; 2 headliners and 1 opener
 - Handsome and Humbles
 - Lance Stanson
 - John King
 - Mike Murchinson
 - Scott Wilson
 - Jaegertown
 - Pine Derby Dwellers
 - Plan B
 - Tobacco Band
 - Drey- C Band

- b. Vote to approve Joe Turner (magician) for 2018; first for a motion to approve was Wayne and it was seconded by Jerry; motion carried.

XII. New Business

- a. HH Burnet and Company, Inc.- They would like to apply for Façade grant for sign and new awning. As noted above, Dodi offered to forgo receiving the façade loan funds. Peggy will meet with the business owner and explain the façade loan process.
- b. Joe Turner (magician) payment 2018 (\$1,500); Wayne moved for approval and Jerry seconded the motion. The motion carried.
- c. Need to respond to emails; some votes will be taken via email

~~Ken Taft reminded everyone that the next meeting is on Tuesday, October 23, 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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