

Waycross Main Street Minutes

October 23, 2018

I. Call to order at 5:23pm

II. Attendees

Present: Ken Taft, Peggy Grady, Ed Cady, Dusty Sweat, Wayne Caffarell, Dodi Moore, Angela Carstens, Mike Murchinson, and Alli Sweat

Absent: Pam Taylor, Rene Sellers (conferenced call in), Marla Howell, Dodi Moore, and Jerry Carver

III. Approval of Minutes from Last Meeting- Alli moved to approve the minutes from last meeting. Wayne seconded the motion. Motion was carried.

IV. Treasurer's Report – Pam Taylor- Dusty moved to approve the treasurer's report. Alli seconded the motion. Motion was carried.

- a. Main Street Account Balance - \$ 4,590.56
- b. Swamp Fest Account Balance - \$ 24,754.78

V. Manager's Report

- a. Nominated for Leadership Waycross 2019-I was nominated by Eva Byrd and Ken Taft-ONGOING;
- b. Webinar An Overview of Local Comprehensive Planning in Georgia 10/03/18-COMLETE; Rise and Shine @ Elite 10/9/2018-COMLETE; WWDA meeting 10/16/2018-COMLETE; Cities Wellness Fair 10/23/2018-COMLETE

VI. Organization – Marla Howell-Committee-Angela-Drew

- a. Façade Grant- Dodi Moore elected not to receive the Façade Loan. She was never disbursed any funds. She paid for the façade improvements to her building using her personal funds.
- b. Marla agreed to make a Pumpkin Fest Costume Winner Trophy over to Dodi on Wednesday, October 24, 2018.
- c. Work Plan review-ONGOING
- d. 101 Training-update on who has completed please help the ones that has not completed- Alli brought in paperwork; Need to confirm with Jerry and Heather that it is completed.

VII. Economic Restructuring –Committee-Alli

- a. Training - DCA will conduct a training for newly designated Rural Zones. The training will be held at DCA's Central Office located at 60 Executive Park South, NE in Atlanta. Training is scheduled on: Tuesday, November 13th beginning at 10:00 a.m. – 2:30 p.m. Peggy is required to attend and we have invited Ed Cady, from DWDA, and Jana Dyke, from WWDA to attend as well. Peggy will need to check to see if one other board member can attend. ONGOING

VIII. Promotion – Dodi Moore- Committee- Michael-Renae

- a. Pumpkin Fest
 - i. Face painter Daniela Benitez (Miranda) will be at Pumpkin Fest at no cost to Main Street.
 - ii. Community Improvement, the Gems, and various different clubs will be there volunteering; 12 members of Board committee will help with concessions; Total of 14 vendors for the festival
 - iii. If it rains, we will cancel Pumpkin Fest.
- b. Review of Christmas Parade Flyer
 - i. Deadline to enter is on application
 - ii. Updated application online
 - iii. Charge a \$10 fee to enter

IX. Design – Jerry Carver-Committee-Dusty-Wayne-

- a. Banner Design (update)- Samples were shown; Needs an interesting colorful design with multiple colors; Still deciding on a basic uniform design; ONGOING
- b. Garden Club; Arts Council- (update)- Spring Opportunity, will try to do seasonal and/or perennial plants, need to contact for project date and ask about buying and/or using donated supplies-ONGOING
- c. Peggy mentioned that she is looking into creating a PowerPoint of high and low points of Downtown Waycross to display on city website; ONGOING

X. Swampfest

- a. Band selection (vote)- Ken moved that the two headliners will be John King and Lance Stinson and the openers will be Plan B and Handsome& Humbles. Alli seconded the motion. Motion carried.
- b. Sent email to members of BEAU + LUCI- Board discussed it and decided to vote on other bands for Swampfest instead; email will be sent out to let the bands know of our decision
- c. Kenya Safari Acrobats- Board discussed it and decided not to pursue it to stay within budget

XI. New Business

- a. Splash Pad- Kids and Adults would love this idea; we will need to plan a fundraiser and raise local support; Will be working with Ed Cady and WDA-ONGOING
- b. Waycross Railroad Depot to have new attractions-Ed Cady presented new downtown project details. WDA plans on working closely with Main Street in the near future -ONGOING
- c. Georgia Renaissance Program for Downtown Master Plans- cost is \$65,000. It would provide a large scale detailed plan of what we would like to see Downtown become in the near future. Ed Cady was also saying that there are resources we as a board can tap into as well as money we can apply for -ONGOING

XII. Adjourn- Next meeting to be held on Tuesday, November 27, 2018.

The Mission of Waycross Main Street is “To revitalize the social-economic, historically significant, central core of Ware County, through planned economic development, with an emphasis on historic preservation and protection of its existing buildings and structures”.

The Vision of the Waycross Main Street is “To be a central business core that preserves and protects the past, promotes the present and plans for the future economic success of Downtown Waycross through the 4–Point Approach”.