

**Main Street Minutes
Strategic Planning
January 21, 2020
8:30 – 11:00 a.m.**

Members Present: Abby Bradley Mary Gholson Glenn Gresham
Winford L. Hendrix Shonte Walton Vicki Turner
Lindsey Wooddy

Members Absent: Jolene Dingler

Ex-Officio Members Present: Brian Wismer Ray Gibson Colin Martin

Staff Present: Joyce Waits Julie Herbert
Denise Brookins – Planning and Zoning

Guest: Tiki Carter - Realtor

Call to Order:

Wismer called the January 21, 2020 meeting to order and welcomed new board members

Election of Officers:

Motion by Bradley to elect Turner as Chairperson. Seconded by Gholson. Motion carried unanimously.

Motion by Turner to elect Bradley as Vice Chair. Seconded by Gholson. Motion carried unanimously.

Motion by Bradley to re-nominate Gresham as Secretary/Treasurer. Seconded by Gholson. Motion carried unanimously.

Minutes:

Motion by Bradley and seconded by Gresham to approve the November 19, 2019 meeting minutes. Hendrix abstained. Motion carried 7 to 1.

DCA Monthly Report and Downtown Developments:

Wisner gave the DCA monthly report for the month of December.

Wisner stated the following:

- 3 Events
- Attendance – 3,241
- Volunteer Hours – 496
- 2 New businesses – 2 Jobs Created
- Business Closings – 0
- Business Relocations - 0
- 3 Building permits - \$915,550
- 1 Property sold - \$325,750
- 1 Rehab - \$19,756

Chamber of Commerce:

Martin stated the following:

- Continuing to work on the Talent Attraction and Retention initiative.
- Annual Gala at the Peachtree City Hotel and Conference Center on Thursday, January 23.
- Civic Leadership will be going to the capital on February 20 from 9:00 – 2:00 p.m.

City Report:

- Gibson stated that the new City Hall project has been pushed back several months due to engineering issues. The playground equipment cost is also over budget. Gibson stated that the final plans and prices are due to arrive this week.
- Meridian on the Square has decided not to build. Turner asked Gibson what changed for them. Gibson stated that cost and commercial issues having an impact on their decision. Gibson stated that the City will try and team up with them to help out. Gibson also stated that the land that the Redwine House and the Southern Crescent Mortgage sits on has not yet been purchased.
- City will have a retreat February 13 – 14 at the Great Wolf Lodge in LaGrange. Turner was invited to attend.
- Wisner stated that the Walton Development is moving forward.
- Wisner reported on the Wayfinding signs, and stated that the signs are being replaced with updated info, as well as signage that is broken. Wisner stated that he has reached out to the company, however has not heard back from them. Turner displayed a picture of the Wayfinding signs to show the board what the signs will look like.
- Gibson stated that the FCDA and the City will be joining Jim Wittman on February 3 – 5 to look at the Pavilion and a portion of GA 85 to create dialogue and visioning for the area.

Financial Report:

Bush presented the financial report for the month of December. Wismer stated that some of the funds are reserved for specific, tourism-related expenses. Bradley stated that the board would like a breakdown of what is allocated and to what fund. Bush stated that he would have that information for the next meeting.

Turner asked for all members to introduce themselves. Turner stated that each board will need to sign a “Board Member Annual Commitment” form. Wismer stated that new board members are asked to complete the Georgia Main Street 101 Training and this can be done on-line.

The Main Street Strategy:

Wismer presented the Main Street district map, and stated that this will most likely be updated in 2020. Turner would like for each board member to have a copy of the district map. Wismer will send this via email to each of the board members.

Wismer asked Brookins (who is working on the 2020 citywide zoning updates) if she is still interested in receiving input concerning the district boundaries. Brookins stated that she is interested.

Gibson stated that the City is trying to get enabling legislation for CID’s to help improve the highway corridor. Discussion followed on the differences between a CID – Community Improvement District and BID – Business Improvement District.

Turner presented the Vision and Mission statement.

Wismer presented the “4 Point Approach” and stated that this is also on the Georgia Main Street website.

- Organization – Getting volunteers and people together
- Economic Development
- Promotion – Create awareness – bring people to Downtown Fayetteville/Events
- Design – Physical attributes, landscape, historic value

Wismer stated that due to the lack of space in the Downtown district, we are not currently able to bring in new businesses that are interested in locating here.

- Woody asked if we had a “Recapture Clause”. Wismer stated that we are not the landlord for that property. Woody asked “how involved are the landlords?” Wismer stated that some are supportive, and some are not. Bradley asked if the property owners been invited to attend the Main Street meeting.

Review of 2019 Goals/Work Plan

Wismer presented the 2019 Goals/Work Plan.

1. Reestablish the downtown area as the historical and cultural center of the county.
 - Implement new events – Board put together a list of new events.
 - Eliminate events with low participation. – Continue to refine this.
 - Set up online merchandise sales – Information needs to be added to website
 - Welcome Center Remodel – Completed
 - National Register Listing Process – Wismer stated that Gilbert who works for the HDF Museum is working on this and it is a 2-year project.
 - Brookins from Planning and Zoning stated that they are reviewing all City Codes.

2. Use the Amphitheater to increase tourism and investment in the City
 - Continue expanded amphitheater event calendar
 - Facilitate other organizations' use for community programming. Wismer stated that because the calendar is full for concerts, it does not leave many dates available for rental.
 - Turner asked Wismer how much it costs to rent out the Amphitheater. Wismer stated that the cost was \$1,500/day.
 - Gholson asked Wismer what is the top dollar that the artists are paid. Wismer stated that it has been as high as \$65,000 to as low as \$4,500, depending on the artist.
 - Gibson asked what the role is for the Amphitheater. Wismer stated that the DDA owns the Amphitheater, however Main Street is responsible for the facility, and the revenue from the Amphitheater goes into the Main Street fund.
 - Series A & B was implemented. Will modify the package in 2020.

Turner asked who selects the artists. Wismer stated that he is responsible for working on the list of artists that are selected. Wismer also stated that the City has entered into a one-year agreement with 92.5 The Bear to provide all sponsor recruitment and maintenance. They have guaranteed us a 10% increase above last year's sponsor revenue. Wismer stated that the radio station will help select the lineup, and Main Street will make the final decision. There is also a new station with classic hits, playing top 40 hits from the 80's which will be used to help promote the series. Main Street will continue to sell tickets.

The Bear will have a raffle again this year, and will be giving away a Harley Davidson motorcycle vs a golf cart in previous years.

Bradley stated that it would be nice to have signage replaced with digital signs. Gibson stated that he would like input as he would like to see more of these types of signs around the City.

Gibson discussed various improvements needed for the Amphitheater:

- Structural Issues – Amphitheater is 18 years old, time to repair, built in 2002
- Permanent Seating – Architect looking at this and findings will be presented to the Board
- Construction Management Team looked at the Amphitheater to determine what needs to be done.

Turner asked about ticket sales in the VIP Section. Wismer stated that in 2019, 50% – 65% of the tables were sold. Part of the City's agreement with The Bear will help increase sales in that section. Wismer stated that the VIP Section was built in part because all of the orchestra tables were selling out.

Bradley stated that the Fred in Peachtree City uses a company to get sponsors and this might be something to look into. Gibson stated that he would prefer the % base that has been discussed and agreed to by The Bear. Wismer stated that past efforts to get sponsorships have not been productive.

Bush stated that tax exempt letters could be offered for sponsorships. Wismer stated that Main Street is a 501C6 and the City is a 501C3. Bush replied that the letter could come from the City proper, which would allow the tax deduction.

3. Improve Downtown pedestrian experience
 - Wismer stated that this is a struggle, working with two major highways 85 & 54. Wismer stated that you cannot block off major highways for a long period of time, i.e. Christmas parade. The maximum amount of time is 1 hour.

Continue to work on pedestrian safety and enhancement opportunities

- Improved Wayfinding signs – this was rolled over to 2020 and is in progress.
- Pedestrian crossing signs - Wismer stated that new pedestrian yield signs have been installed (flashing signs are not permitted).
- Lane closure on Stonewall Avenue. Wismer also stated the GDOT has approved the City to close the 3rd lane on Stonewall and parking will be changed to angled parking. This will also extend up to Melissa Seagers Way. Wismer stated that reverse angle parking was not approved.

New Gazebo

- Turner stated that the new gazebo is being utilized as she is seeing a lot of people sitting there.

Create 2020 Goals

1. Reestablish the Downtown area as the historical and cultural center of the county.
 - Turner stated that it has been about 7 years since we have had a Merchant Organization, and the Board should consider bringing this back to make businesses aware of what Main Street is doing.
 - Implement new events
 - Martin suggested getting a food truck and have a gathering possibly at the Meridian (a great way to engage participation); Main Street should sponsor. Turner asked how many people live at the Meridian; Martin stated that the facility was at about 90%.
 - Brookins stated that the way the ordinance is written; a food truck would not be allowed; however, the ordinance is currently being reviewed. Gibson stated that he would like to see more food trucks in the City.
 - Gresham stated that you need 4 weeks ahead of an event to start pushing out on social media.
 - Gibson stated that the City Communication Team can help with that.
 - Continue National Register designation process

Walton arrived and introduced herself

- Woody led a discussion on the current Vision and Mission statements and the board discussed possible changes based on current goals. Turner suggested that the board come up with goals and present at the next meeting.
 - Walton asked if there is a published plan for Downtown? Wismer referenced the 2017 City Comp Plan which is on the City website.
 - Turner stated that we need to get the local businesses to “buy in” to what we do. Find out what do they want?
 - Turner also stated that for our 2020 events, we will continue to need Volunteers, and Promotion Committee members need to participate as a volunteer for the events.

- Woody stated that if you type in Main Street Fayetteville – nothing comes up. Wismer stated that he would advise the Communications Team about this and see what can be done to increase site visibility.
- 2. Use the Amphitheater to increase tourism and investment in the City.
 - Infrastructure repairs needed
 - Wismer stated that an inspection team is currently assessing the building and grounds and will follow up with findings.
 - 3rd party promotion assistance and sponsor recruitment
 - Wismer referenced the earlier discussion about the City’s recent agreement with 92.5 The Bear to help provide all sponsor recruitment.
- 3. Improve Downtown Pedestrian Experience
 - Continue to work on pedestrian safety and enhancement opportunities
 - Wayfinding signs – complete Phase 1 & II
 - Wismer is in the process of getting an update and will report more at the next meeting.
 - Complete road diet on Stonewall Avenue
 - Wismer is working on this and will report more at the next meeting.

Other Ideas – Open Discussion

Waits stated that Main Street staff will be meeting with the Communication Team on January 28 to discuss the list of events for 2020. In 2019, the Calendar of Events was given to each of the downtown businesses, and also went outside the Main Street boundaries to include other businesses.

Bradley suggested that a QR code be considered on the Calendar of Events. Waits stated that we could talk to the Communications Team to get their input on this idea.

Turner stated that we need to educate/communicate and engage with businesses by having Quarterly Meetings. Waits stated that a few years back, a similar group (Merchant’s Meeting) was put together, and in the beginning, there were a lot of attendees; as the meetings continued, less people came and the ones that did attend came with the intent of being negative rather than positive. The meetings were held monthly. Turner said that one of the reasons for the lack of attendance was because the meeting was held too often.

Wismer stated that Council had a mini retreat and suggested that if MSTTA meetings were moved to the evenings, there might be more citizen participation. Woody stated that alternating day/evening meetings might be an option. Martin stated that he would suggest to be careful in opening up meetings to the public. Bradley and Woody agreed it might be a good idea to move the Promotions meeting to the evening. All of the above would need to be discussed with committee members. Gibson stated that it might be a good idea to hold the Promotions meeting in another location. Bradley stated that one of the reasons the meetings are held at the Historic Courthouse is that is where the events are held and it gives us access to view the grounds as events are planned.

Bradley and Woody left the meeting.

Martin asked the Board “Who is our Customer –businesses or citizens? Gresham stated that the citizens are not businesses; probably both.

Wismer stated that DDA is responsible for appointing a DDA member to the Main Street board.

Martin asked if the “Bailey Stoplight” would work in Fayetteville.

Hendrix asked about having an “Art Walk” – Turner stated that we have talked about it, however it is difficult to get businesses on board and traffic is an issue.

Gibson stated that it would be a good idea to consider moving the Council/Retreat to December so that they are ahead of the Main Street Strategic Planning Meeting normally scheduled for January, as well as the Promotions Committee.

Gibson stated that in regard to the July 4 BBQ event, nothing has been decided. Visions are very different and this is a work in progress event.

Gibson stated that concerning the Amphitheater, he will have Steve Mauro report the findings at the next MSTA meeting. Wismer stated that there are safety issues that will need to be addressed, such as the handrails, pavers and lighting on the steps.

Walton suggested that Main Street have a full day retreat in 2021; Turner feels that there is not enough time currently scheduled for the Strategic Planning Meeting.

Gresham suggested that Panasonic should be considered as a sponsor.

Wismer stated that the Wayfinding project will start the week of January 27.

Turner suggested using “bullet points” to include in agenda for next meeting.

Adjourn:

Motion by Gresham and seconded by Walton to adjourn the January 21, 2020 meeting. Motion carried unanimously.