

**MAIN STREET
ADVISORY BOARD**

BOARD MEMBERS

Willie Hopkins, Chair

Shomari Furtch, Vice-Chair

Camill Reynoso Mason, Secretary

Anika Potts

Andrea Burnett

Vanessa Gibson

Linda P. Jones

Crystal Park

Councilman Alphonso Thomas

Frangela Merritt (DDA Liaison)

ADMINISTRATION

Vacant

Main Street Program Manager

Lisa Fareed

Main Street Program Coordinator

Kim Allonce

Economic Development Director

Main Street Advisory Board Meeting Agenda March 8, 2024 9:00 AM



**ECONOMIC DEVELOPMENT AND
MAIN STREET OFFICES**

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STOCKBRIDGE, GA 30281

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AGENDA

MAIN STREET ADVISORY BOARD MEETING

CITY OF STOCKBRIDGE

FRIDAY, MARCH 8, 2024 9:00 AM

I. Call to Order

1. Roll Call
2. Reading of the Mission Statement
3. Welcome - MSAB Members / City Staff / Guests

II. Review and Approval of the Agenda

4. March 2024 Meeting Agenda

III. Review and Approval of Meeting Minutes

5. February 2024 Meeting Minutes

IV. Review and Approve Financial Statement

6. February 2024 Financial Statement

V. Main Street Managers Report / Discussion

7. Housekeeping Items
8. Updates
 - Program Updates
 - Downtown Updates

VI. Economic Development Report

VII. DDA Report

VIII. Announcements / Concerns

9. Next Meeting:
Annual Retreat – Saturday, April 13, 2024 9:00 a.m. – 4:00p.m.
Merle Manders Conference Center 111 Davis Rd. Stockbridge, GA -
Downtown

IX. Adjourn

Mission: The Stockbridge Main Street Program's mission is to design and support an identifiable downtown historic district that promotes economic vitality, cultivates artistic expression, encourages cultural enrichment, and nurtures community spirit.



Stockbridge Main Street Advisory Board Meeting Minutes

**February 9, 2024
9:00 a.m.**

Mission: The Stockbridge Main Street Program's mission is to design and support an identifiable downtown historic district that promotes economic vitality, cultivates artistic expression, encourages cultural enrichment, and nurtures community spirit.

On February 9, 2024, the Stockbridge Main Street Advisory Board (hereinafter Board) meeting was held at the Stockbridge Main Street Program Office and was called to order with an official roll call at 9:05 a.m. by Mr. Willie Hopkins, Stockbridge Main Street Advisory Board Chairman. The Main Street Mission Statement was also read by Mr. Shomari Furtch. Mr. Hopkins took a moment to welcome everyone to the meeting and acknowledge the staff members present. A quorum was reached at 9:30 a.m.

Board Members in Attendance: Andrea Burnett, Shomari Furtch, Vanessa Gibson, Willie Hopkins, Linda Jones, Camille Mason, and Alphonso Thomas

Board Members Absent: Anika Potts and Frangela Merritt

City Staff and Guests in Attendance: Kira Harris-Braggs, Main Street Manager, Lisa Fareed, Main Street Program Coordinator, and Terezy Ochoa, Economic Development Department intern.

Review and Approval of the Meeting Agenda

Mr. Hopkins gave everyone time to quickly review the Board meeting agenda that had been distributed via email prior to the meeting.

A motion to approve the February 2024 Board meeting agenda was heard.
The motion was properly approved.

Motion: Shomari Furtch
Second: Vanessa Gibson
Discussion: None
Vote: Unanimous

Review and Approval of the Meeting Minutes

Mr. Hopkins gave everyone time to quickly review the December 2023 Board meeting minutes that had been distributed via email prior to the meeting.

A motion to approve the December 2023 meeting minutes was heard.
The motion was properly approved.

Motion: Shomari Furtch
Second: Andrea Burnette
Discussion: None
Vote: Unanimous

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Review and Approval of the Financial Statements

Mr. Hopkins gave everyone time to quickly review the Main Street Program Financial Statements for December 2023 and January 2024. Both had been distributed via email prior to the meeting.

A motion to approve the December 2023 Financial Statement for future auditing purposes was heard. The motion was properly approved.

Motion: Camille Reynoso Mason
Second: Linda Jones
Discussion: None
Vote: Unanimous

A motion to approve the January 2024 Financial Statement for future auditing purposes was heard. The motion was properly approved.

Motion: Shomari Furtch
Second: Vanessa Gibson
Discussion: Mrs. Harris-Braggs noted the negative balances on the financial reports from 2023 (Copier, AT&T, and Georgia Power) have been reconciled. Mrs. Mason noted that it looked like a sufficient amount was budgeted for the Copier and Georgia Power, but she feared that the AT&T account is not going to be enough based on what was spent last year. Mrs. Harris-Braggs agreed, noting that only \$3,000 has been budgeted, and \$889.98 has already been charged to the account.
Vote: Unanimous

Main Street Manager's Report

Mrs. Harris-Braggs wished everyone Happy New Year and thanked everyone for their attendance at the February 2024 Board Meeting. She then discussed the following:

Housekeeping Items:

- **Board Member Oaths:** Per a request from the City Clerk, Mrs. Harris-Braggs distributed copies of the Board Member Oaths of office to several members. These were supposed to be signed at the January 2023 City Council meeting, but were inadvertently missed.
- **Board Member Terms & Vacancies:** Mrs. Harris-Braggs reminded everyone that two *Business Outside of the Main Street District* positions are still available. The Main Street staff has approached two qualified candidates and have heard from one, Crystal Parks, who is a co-owner of Angie's Beauty, located in the Wal-Mart shopping plaza on Hwy 18. Both she and Ms. Fareed were very complimentary of her participation in the 2023 Small Business Blitz. Mrs. Harris-Braggs also announced that the new DDA Representative on the Board will be Frangela Merritt, who was the past DDA Chairwoman.

Housekeeping Items (continued):

- **Bio Sheets:** Board Members were asked to complete and return updated bio sheets before leaving the meeting that day.
- **Board Member Properties Inventory:** Mrs. Harris-Braggs passed around an inventory sheet and asked everyone to indicate whether they needed a new name badge or Board Book. She also asked everyone to indicate their t-shirt size.
- **Officer Nomination:** Mrs. Harris-Braggs noted that, with Prayre Finley's Board resignation, the office of Board Secretary was vacant. Mr. Hopkins entertained nominations from the floor to fill the secretary position. Mrs. Jones nominated Mrs. Mason, who accepted the nomination.

A motion to approve Mrs. Mason as Board Secretary was heard.
The motion was properly approved.

Motion: Linda Jones
Second: Vanessa Gibson
Discussion: None
Vote: Unanimous

- **Main Street Program Budget:** Everyone reviewed the FY 2024 Budget that had been distributed via email prior to the meeting. Mrs. Harris-Braggs again noted the amount allocated for the AT&T line expense. She explained that she had requested more funds for several expenses, including the AT&T cost, Downtown Beautification, Entertainment, training, and promotional supplies. However, the request was not successful.
- **Georgia Downtown Association Dues:** The GDA has introduced a new membership renewal program that allows for multiple people to be covered by one membership. In the past, the first member had to pay \$250, then each additional member had to pay \$200. This year, they have a tiered program. Organizations with 10 or more members will be \$750. Mrs. Harris-Braggs recommended to the board that the Main Street Program renew at that level. This would cover Staff plus all of the Board members, with a substantial cost savings.

A motion to renew the GDA Dues at the \$750 level was heard.
The motion was properly approved.

Motion: Linda Jones
Second: Shomari Furtch
Discussion: None
Vote: Unanimous

Housekeeping Items (continued):

- **Training Opportunities:** Any Board member interested in any of the following trainings should contact Mrs. Harris-Braggs:
 - **National Main Street Conference** – Birmingham, AL (May 4-9, 2024)
Mrs. Harris-Braggs reminded everyone that this year the conference will be held in the closest proximity to Stockbridge since it was held in Atlanta in 2016. Board Officers will receive “first refusal” for conference attendance. Officers were asked to let her know by Wednesday, February 14th, if they planned to attend. Registration will definitely be covered for all interested in attending. Lodging coverage will depend on how many people plan to go to the conference.
 - **Georgia Downtown Conference** – Thomasville, GA (August 26-29, 2024)
Mrs. Harris-Braggs reminded everyone that this state-wide conference is also an option.
 - **The Essentials** – Athens, GA (April 9th / 8am-4pm)
Several Board members have already taken this training and gave it a very positive review.
- **Annual Downtown Planning Meeting and Board Retreat:** Based on the feedback received from the Board, the Retreat will be held on Saturday, April 13th from 9:00 a.m. to 4:00 p.m. Like in year’s past, the session will include the DDA, Main Street, and the City Council. Everyone was asked to Save the Date.
- **Program Updates:**
 - **Holiday Festival:** Main Street’s Hot Cocoa Booth was a success even though there were fewer in attendance than last year. She thanked Andrea, Vanessa, Camille, Linda, Willie, Lisa, and City Staff members, Vanessa Holiday, and Cassandra Lester. She felt that the low turn-out was due to the event date having to have been postponed. Only 884 cups of cocoa were served, in comparison to 1,553 cups served last year.
 - **Volunteer Appreciation:** Mrs. Harris-Braggs thanked everyone who attended City’s volunteer appreciation event that was hosted in December. She apologized to everyone because she heard that they ran out of food.
 - **Local Love Campaign:** Ms. Fareed offered a brief update on the Local Love shopping campaign, which she stated was modeled after Main Street’s popular Small Business BLITZ. Ms. Fareed explained that Local Love is held throughout the month of February to encourage shoppers to show love to locally owned shops and restaurants. She stated that the digital passport had been updated to reflect the current campaign, and that a \$25 gift card would be awarded from a drawing of participating shoppers who submitted selfies at businesses they patronized. Finally, she stated that the winner will be announced on March 1, 2024.

- **Program Self-Assessment:** Mrs. Harris-Braggs gave the Board a homework assignment. She explained that all Georgia Main Street Programs were required to complete a Community Self-Assessment survey. She included that she had already turned in the form to the state for the Stockbridge Main Street Program. She indicated that she thought it would be a good idea for the Board to see the standards that the National Main Street Center would like for All Main Street Programs to Strive for, and to determine how the Board feels we are doing. She asked that everyone be prepared to initiate a discussion about these standards at the March Board Meeting, and then plan to complete it at the Annual Retreat and Planning Session.

- **Downtown Updates:**

- **Alleyway Improvement Project:** All, but one, of the property owner's offer letters have been returned. This property recently changed owners which caused the delay. We are waiting for the new deed to be registered. We are still waiting for the design for the Burke Street Breezeway (Phase 2) to come back from the City's engineers.

DDA Report: Mr. Robert Anderson has been named the new DDA Chairman. The vacant DDA position has been filled by Mr. Darrell Stamper. Mrs. Frangela Merritt is the new DDA Representative on the Main Street Advisory Board.

Economic Development Report: In Mr. Allonce's absence, Ms. Ochoa updated everyone about the Utility Box art project.

Announcements / Concerns:

- Councilman Thomas shared a flyer and explanation of his upcoming initiative, "The 13th Annual African American Heritage Celebration". The function will be a Black History Month event which will be held at the Merle Manders Conference Center on Saturday, February 24, 2024, from 5:00 p.m. – 7:00 p.m. Councilman Thomas also stated that he will be hosting the "Young and Gifted" event honoring students on Thursday, March 28th.
- Linda Jones shared information about an upcoming function hosted by Feeding God's People food pantry. The event will be held on Saturday, February 17, 2024, where foods featuring produce and protein items will be distributed. There will also be coats, hats, gloves, and socks available.
- Main Street Program Manager, Kira Harris-Braggs, announced that she has accepted a position outside of the City of Stockbridge. Mrs. Harris-Braggs

stated that her last day as Main Street Manager will be March 1, 2024. Mr. Hopkins and others congratulated her and wished her well.

There being no additional business to conduct, a motion to adjourn the February 2024 Stockbridge Main Street Advisory Board Meeting was heard.

The motion was properly approved. The meeting concluded at 10:53 a.m.

Motion: Alphonso Thomas

Second: Shomari Furtch

Discussion: None

Vote: Unanimous

Respectfully Submitted by:

Lisa Fareed
Stockbridge Main Street Program