

**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

Vacant

Economic Development Director

## **Main Street Advisory Board Meeting Agenda June 14, 2024 9:00 AM**



STOCKBRIDGE DOWNTOWN  
CONNECTION CENTER  
130 M L KING SR. HERITAGE TRAIL  
STOCKBRIDGE, GA 30281  
Website: [www.cityofstockbridge.com](http://www.cityofstockbridge.com)

Phone: 770-389-7900

Fax: 770-389-7912



## **AGENDA**

### **MAIN STREET ADVISORY BOARD MEETING**

### **CITY OF STOCKBRIDGE**

**FRIDAY, JUNE 14, 2024 9:00 AM**

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**I. Call to Order**

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

**II. Review and Approval of the Agenda**

4. June 2024 Meeting Agenda

**III. Review and Approval of Meeting Minutes**

5. March 2024 Meeting Minutes
6. April 2024 Meeting Minutes (Annual Retreat Report to serve as minutes)
7. May 2024 Meeting Canceled due to travel – No Minutes Recorded

**IV. Review and Approve Financial Statement**

8. March 2024 Financial Statement
9. April 2024 Financial Statement
10. May 2024 Financial Statement

**V. Main Street Managers Report / Discussion**

11. Housekeeping Items
12. Updates - Program Updates

**VI. Economic Development Report**

**VII. DDA Report**

**VIII. Executive Session (if needed)**

**IX. Announcements / Concerns**

**X. 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

**June 14, 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.*

## **Agenda**

### **I. Call to Order**

- Roll Call
- Reading of the Mission Statement
- Welcome – MSAB Members / City Staff / Guests

### **II. Review and Approval of the Agenda**

- June 2024 Meeting Agenda

### **III. Review and Approval of Meeting Minutes**

- March 2024 Meeting Minutes
- April 2024 Meeting Minutes (Annual Retreat Report to serve as minutes)
- May 2024 Meeting Canceled due to travel – No Minutes Recorded

### **IV. Review and Approve Financial Statement**

- March 2024 Financial Statement
- April 2024 Financial Statement
  - Old Business
- May 2024 Financial Statement

### **V. Main Street Managers Report / Discussion**

- Housekeeping Items
- Updates
  - Program Updates

### **VI. Economic Development Report**

### **VII. DDA Report**

### **VIII. Announcements / Concerns**

### **IX. Adjournment**

Office Address: 130 M.L.K., Sr. Heritage Trl. • Stockbridge, GA 30281 • 678-833-3306  
Mailing Address: 4640 N. Henry Blvd. • Stockbridge, GA 30281

**Next Meeting:** Friday, July 12, 2024 @ 9:00 a.m.  
Stockbridge Main Street Program Office  
130 MLK, Sr. Heritage Trail - Downtown



# Stockbridge Main Street Advisory Board Meeting Minutes

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**Friday, March 8, 2024**

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

On March 8, 2024, the Stockbridge Main Street Advisory Board (hereinafter the Board) meeting was held at the Main Street Program Office in the Stockbridge Downtown Connection Center Conference Room. The meeting was called to order with an official roll call and quorum at 9:11 a.m. by Mr. Willie Hopkins, Main Street Advisory Board Chairman. The Main Street Mission was read by Mrs. Anika Potts, Main Street Advisory Board Chair.

Mr. Hopkins then acknowledged the new Main Street Advisory Board member, Crystal Park, who was present. She will be serving as a business representative outside the downtown district. Also, acknowledged Mrs. Camille Reynoso Mason as the new secretary for the year.

**Board Members in Attendance:** Andrea Burnett, Willie Hopkins, Linda Jones, Camille Reynoso Mason, Crystal Park, Anika Potts, and Councilman Alphonso Thomas

**Board Members Absent:** Shomari Furtch, Vaness Gibson, and Frangela Merritt

**City Staff in Attendance:** Lisa Fareed-Muhammad, Main Street Program Assistant, Kim Allonce, Stockbridge Economic Development Director, and Terezy Ochoa, Stockbridge Economic Development Intern

**Visitors in Attendance:** None

## **Review and Approval of the Meeting Agenda**

A motion to accept and approve the March 2024 Meeting Agenda. The motion properly approved.

**Motion:** Anika Potts  
**Second:** Andrea Burnett  
**Discussion:** None  
**Vote:** Unanimous

**Review and Approval of the Main Street Advisory Board Meeting Minutes**

A motion to accept and approve the February 2024 Meeting Minutes.

The motion properly approved.

**Motion:** Linda Jones  
**Second:** Andrea Burnett  
**Discussion:** None  
**Vote:** Unanimous

**Review and Approval of the Monthly Financial Report**

A motion to accept and approve the February 2024 Financial Report.

The motion properly approved.

**Motion:** Anika Potts  
**Second:** Linda Jones  
**Discussion:** None  
**Vote:** Unanimous

**Main Street Manager's Report / Discussion**

Ms. Lisa Fareed-Muhammad, Main Street Program Assistant, discussed the following items:

**Housekeeping Items:**

- Ferst Readers of Henry County Annual Spring Luncheon fundraiser, a non-profit organization that works with Piedmont Henry Hospital to ensure newborns receive an age-appropriate book each month from birth to age 5. Also, Ferst Readers has partnered with the Board to help fill our free library boxes downtown. Ms. Fareed-Muhammad recommends the table theme based off the book, "Clean Your Room, Harvey Moon" by Pat Cummings.
  - Luncheon will be held on Thursday, April 18, 2024, from 11:30 a.m. to 1:00 p.m. at the Merle Manders Conference Center. The Board will have a table and there are 8 seats available, let Ms. Fareed-Muhammad know if you would like to attend, on a first come first served basis.
- Main Street Summer Movie
  - One event in 2024
  - Need volunteers.
  - Location Clark Park
  - Avoid conflict with events from the Amphitheater.
  - Suggested date: Friday, June 7<sup>th</sup>
    - Every Saturday events booked at the Amphitheater per organizer.

**Housekeeping Items continued:**

- Main Street Summer Movie continued:
  - Council Alexander, concerned about the location last year and would prefer to have the event closer to the Amphitheater.
    - Safety/security concerns with bathrooms if the location is on the green lawn by City Hall and the Amphitheater.
      - Lack of lighting and distance from movie activity.
    - The park is a more family friendly location.

**Annual Downtown Planning Meeting and Board Retreat:** Reminder of the Annual Downtown Planning Meeting and Board Retreat, held on Saturday, April 13th from 9:00 a.m. to 4:00 p.m. at the Merle Manders Conference Center.

- Recommends a 100% attendance.
- Mr. Thomson acknowledged he will not be in attendance.
- Vanessa Gibson recognized she will not be in attendance either.
  
- Note: The Board will not have their regularly scheduled April 2024 monthly meeting, instead will use the retreat as the meeting.

**Program Updates:**

- The Local Love Campaign held during the month of February.
  - Digital Passport used for the contest.
  - Contestants submitted selfies at the location shopped.
  - 4 - \$25 gift card winners from the contest.
- Suggested campaign in the future, “Christmas in July”.
  - Shopping Blitz
- Bridgefest & Carshow last weekend in September.
- Program Self-assessment/Evaluation:
  - If the Board is sticking close to the standard. Kira Harris-Braggs, former Main Street Program Manager, completed the self-evaluation.
  - 6 Standards they include:
    - Do we have diversified funding and sustainable program operations.
    - Do we have strategic revenue development and fundraising.
    - Do we have strategy driven programming. – Standard IV.
      - Yes – the retreat and the Alleyway project.
      - Category Part B – Defining Direction Through Transformation Strategy Identification and Development.
        - Room for Improvement selected.
        - Although Meeting was selected as well.
      - Category Part C - Strategy-Aligned Comprehensive Work Planning and Implementation Across All Four Points.
        - Room for Improvement selected.
        - Although Meeting was selected as well.

**Program Updates continued:**

- Program Self-assessment/Evaluation continued:
  - Standard IV continued:
    - Ms. Lisa Fareed-Muhammad recommends locking down how the Board wants to plan and following through on it. Page 15 of the Standard IV. Strategic-Driven Programming, an additional handout provided during the meeting.
  - Standard V: Do we have preservation based economic development.
    - Yes – we touch upon the King family history and Greenfront Café history.
    - Part A – Preservation Ethics and Education on Historic and Cultural.
      - Room for Improvement selected.
      - Although Meeting was selected as well.
    - Part B – Standards and Best Practices for Place-Based, People-Focused Design.
      - Selected all: Not Meeting, Room for Improvement, and Meeting.
    - There are some pockets of historic places we can tap into:
      - Ei. Smith Barnes Elementary School
      - Historic Churches
        - Floyd Chapel
        - Rocking Mount
      - Preservation sign for Ted Strickland.
      - Mr. Berry – blacksmith – street named after.
      - Slave cemetery.
    - The only original building in the downtown area are the first 8 buildings.
- The Board will be going through the entire packet during the retreat.
- Selections on the self-evaluation may have been made since several items from the prior year retreat became stagnant due to other stakeholders and departments.

**Downtown Updates:**

- Renaming of the building.
  - New name: Downtown Stockbridge Connection Center.
  - By the right door, a sign listing all the departments in the building.
  - All signage will be in layout/style as the Wayfinding Project design.
  - To honor Ted Strickland an interpretive sign with his history and role with Stockbridge to place in the courtyard.

**Downtown Updates continued:**

- Open House and Ribbon cutting for the Downtown Stockbridge Connection Center
  - Take place during the Georgia City’s Week, April 21st – 27th, theme “Souring to New Heights.”
  - Need volunteers.

**Economic Development Report:**

- The City Council approved the city’s first Economic Development Strategic Plan
  - The plan outlines 5 overarching goals.
    1. Continue working on developing a vibrant and viable downtown.
    2. Support our medical hub that is currently expanding.
    3. Working on developing workforce development programs.
    4. Supporting our small businesses with resources and technical assistance.
    5. Working on enhancing our quality of life through connectivity and other strategies.
- March 21<sup>st</sup>, hosting their first Stockbridge FastTrack Core graduation and competition, held at the Merle Manders Conference Center.
  - Let Kim or Lisa know if interested in attending.
  - Graduating 15 students.
- Working on launching a restaurant week in Stockbridge
  - Looking at July 2024
  - Should be announced.
- Working on the 2<sup>nd</sup> cohort for Stockbridge FastTrack starting in the fall.
- Traffic Signals/Utility Art Boxes
  - Completed first 2 of 4
  - Phase 2 – includes an additional 6 boxes.
- Wayfinding Project - close to getting a contractor and fabricator.
  - Start with signs not needing DOT approval.

**DDA Report**

- Sale of 114 property.

**Announcements / Concerns –**

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

There being no further business to address, a motion to adjourn the March 2024 meeting of the Stockbridge Main Street Advisory Board at 10:29 a.m. The motion was properly approved.

**Motion:** Andrea Burnett  
**Second:** Councilman Alphonso Thomas  
**Discussion:** None  
**Vote:** Unanimous

**Respectfully Submitted by:**

Camille Reynoso Mason  
Secretary  
Stockbridge Main Street Advisory Board



**JOINT RETREAT  
MAIN STREET ADVISORY BOARD  
DOWNTOWN DEVELOPMENT AUTHORITY  
CITY COUNCIL RETREAT  
Merle Manders Conference Center  
April 13, 2024 9:00 a.m.  
Summary Minutes**

**STOCKBRIDGE MAIN STREET ADVISORY BOARD**

|                                          |                                       |
|------------------------------------------|---------------------------------------|
| Willie Hopkins, Chair - Present          | Shomari Furtch – Vice Chair - Present |
| Prayre Finley, Secretary – Not Present   | Linda Jones - Present                 |
| Anika Potts – Present                    | Andrea Burnett – Present              |
| Vanessa Gibson – Not Present             | Camille Reynoso Mason – Present       |
| Crystal Park - Present                   | Frangela Merritt - Present            |
| Councilman Alphonso Thomas - Not Present |                                       |

Lisa Fareed, Interim Main Street Program Manager – Present  
Kim Allonce, Economic Development Director – Present  
Christine Chavis, Executive Assistant, Economic Development - Present  
Terezy Ocoha, Administrative Assistant, Economic Development – Present

**STOCKBRIDGE DOWNTOWN DEVELOPMENT AUTHORITY**

|                                         |                                              |
|-----------------------------------------|----------------------------------------------|
| Robert Anderson, Chair - Present        | Warren Washington – Vice Chair – Not Present |
| Robert Swygert, Secretary – Not Present | Frangela Merritt - Present                   |
| Darrell Stamper – Present               |                                              |
| Councilman Elton Alexander - Present    |                                              |

Kim Allonce, Economic Development Director – Present

**STOCKBRIDGE CITY COUNCIL**

|                                           |                                          |
|-------------------------------------------|------------------------------------------|
| Mayor Anthony S. Ford - Present           | Mayor Pro Tem Kyle Berry - Present       |
| Councilman Elton Alexander - Present      | Councilwoman Yolanda Barber - Present    |
| Councilwoman LaKeisha Gantt – Not Present | Councilman Alphonso Thomas – Not Present |

Vanessa Holiday, City Clerk – Present

**RETREAT FACILITATOR - Teri Smiley – Starfish Partnership LLC**

The Main Street Advisory Board Chair, Willie Hopkins, called the meeting to order at 9:16 a.m. Chair Hopkins proceeded with the Roll Call. Members Hopkins, Gibson, Burnett, Jones, Mason, Park, and Potts were present. Member Furtch joined at 9:27 a.m. Councilman Thomas was not in attendance. There was a quorum.

The Downtown Development Authority Chair, Robert Anderson proceeded with the Roll Call. Members Anderson, Merritt, Stamper, and Councilman Alexander were present. Members Washington and Swygert were not in attendance. There was a quorum.

Mayor Ford proceeded with the Roll Call for the City Council. Mayor Ford, and Councilman Alexander were in attendance. Councilmembers Barber, Berry, Gantt, and Thomas were not present for roll call. There was no quorum. Mayor Pro Tem Berry and Councilwoman Barber joined the meeting at 9:39 a.m. There was a quorum.

Ms. Fareed gave an overview of the Retreat noting Main Street Program is required to hold an Annual Retreat per the Department of Community Affairs, and complete and submit the Main Street Work Plan annually. Ms. Fareed noted the Downtown Development Authority, and the City Council were invited as a collaborate effort as stakeholders and to all be on the same page as it relates to the development of downtown Stockbridge. Ms. Fareed read the Main Street Mission and Vision Statements, and introduced the Retreat Facilitator, Ms. Terri Smiley of Starship Partnership, LLC.

Ms. Smiley gave an overview of her background and experience, and referenced prior retreats for other municipalities and entities that she has done work for, and asked each attendee to introduce themselves, and state your “why” for choosing to be on the board, council, or committee they represent.

Invocation by Mayor Pro Tem Berry.

Pledge of Allegiance recited by all in attendance.

### **A Roadmap for Board of Excellence**

Ms. Smiley presented a Self-Awareness and Reflection presentation where the attendees were able to identify social styles and interactions of other members, and having this knowledge would give the members insight on how to feed off each other’s strengths and weaknesses.

Ms. Smiley reviewed the importance of Governance, and noted the Bylaws for Main Street must be approved by the City Council. Ms. Smiley noted Board Members govern; and staff manages; noted the importance of Board Members serving and not just having a seat on a board, and that in reality, 20% of the members of a Board do 80% the work; noted the Board should have meeting rules in place, a Strategic Plan, Minutes adopted at each meeting; and noted committees within the Board are ongoing and that a Task Force is set up for specific matters.

Ms. Smiley noted there should be an annual review, a good strategic plan, and goal setting, as is being done here today, think about your “wow factor”, and always remember your “why”.

Ms. Smiley noted the main focus of the DDA is real estate; the main focus of Main Street is promotion of the City; and the main focus of the City Council is funding and support of the DDA and Main Street, with all entities on the same page with no silos.

Ms. Fareed stated the DDA builds it, Main Street dresses it up, and the Council gives guidance and support.

Ms. Smiley reviewed the Mission Statements for the City Council and the DDA; and noted the Main Street Program is a nationwide 501c.6 organization; and that the Stockbridge Main Street Program has been recognized nationally for their award-winning efforts.

**Review Current Plans for Downtown Stockbridge; 2018 RSVP Plan, DDA-Draft Report of Downtown Master Plan, City of Stockbridge Economic Development STrateg Plan, 2024, 2023 Main Street Work Plan**

**Main Street Program Report**

Chair Hopkins presented the Main Street Program report noting the focus continues to be the RSVP Plan where there was a lot of hard work that went into the plan as a collective body; noted the idea of the RSVP Plan is to get people to come to the downtown area and noted that during the process of putting the RSVP Plan together, citizens and business owners attended several meetings and gave their input on what they wanted to see in the downtown area. Chair Hopkins commended the work of the Stockbridge City Council on the efforts being done in the city and does not want the Council to forget the RSVP Plan as the wholistic plant that was generated from the citizens and include connectivity and walkable areas with patrons visiting businesses before and after concerts. Chair Hopkins noted the largest commercial business in the downtown area is Food Depot; noted downtown parking needs to be addressed and repaving of the closed street; noting the Main Street Advisory Board is the hardest working Board in the City, always showing up because they have a vested interest, and knows their role; and noted Main Street will continue to focus on the RSVP Plan, with a great interest on the low hanging fruit items in the plan in unison with the City, noting it is okay to disagree, with the mission being to move forward to make the City of Stockbridge better; referenced Main Street's assistance with the Quiet Zone, and noted former Main Street Manager, Kira Harris-Braggs played a major role with the RSVP, and that in her absence, the Main Street Program has not missed a beat as Ms. Lisa Fareed has stepped in to the role, and kept everything moving seamlessly.

Councilman Alexander noted the RSVP Book is an excellent marketing tool.

Vice-Chair Furtch noted the information from the RSVP Plan came from the residents and stakeholders of the City and read a portion of the hundreds of responses that are included in the book that came from the community.

Board Member Jones referenced the on-line surveys and in-person meetings that were attended by the community for several months to put the RSVP Plan together, noting that should not be overlooked.

Ms. Fareed noted Main Street, led the RSVP Plan working with the Carl Vinson Institute of Government where it was stated by the CVIOG staff that they had never seen such a great turnout and input from the community.

Councilman Alexander agreed the CVIOG Charrette was great and referenced the marketing analysis for housing to support the downtown businesses.

Mayor Ford noted the Quiet Zone was instrumental and referenced federal funding from Congressman Scott's office.

Councilman Alexander referenced additional funding for the feasibility study for the pedestrian bridge and TSPLOST projects.

Ms. Fareed noted the "Station" was no longer relevant to the RSVP Plan, as the building has been sold, and the Ted Strickland Community Center is now operating as the Stockbridge Downtown Connection Center housing the Economic Development, Main Street and DDA Office and Conference Room; and noted the Troll Village is no longer relevant, noting the downtown area has a need for more parking, however, there is a need for more art.

#### Downtown Development Authority Report

Chair Anderson stated he was unsure why the DDA added a Downtown Master Plan when the RSVP Plan was already in place, noting there are items within the plans that conflict with each other, with the DDA approving the Downtown Master Plan, and the City did not.

Councilman Alexander noted there is value in the data from the Downtown Master Plan.

Chair Anderson noted that based on the activity downtown, it appears as though the City is developing an Entertainment District, and that the restaurants are not family friendly.

Mayor Ford stated that the future developments will include more family-oriented facilities.

Ms. Fareed noted the Main Street Program has put on a number of family-friendly events, noting feedback from residents was that there were not adult activities in the city; and referenced the Funnel Cake business, the Lemonade Café, and Ice Cream business for families, and agrees there needs to be more balanced options.

Councilman Alexander referenced the Dance Studio and Peach Cobbler Café that are in the downtown district footprint, and not within the Main Street boundaries.

Ms. Smiley noted it is not necessary to adopt everything included in a feasibility study, noting these are recommendations.

#### Economic Development Report

Mr. Allonce noted that as part of the City's Strategic Plan, the Economic Development Department was directed to come up with a unified vision and create an Action Plan noting who will do what as it relates to the various boards; noted K B Advisory Group partnered with the City and met with each of the boards discussing the issues, and looked at all of the plans, noting the RSVP Plan was the more dominant plan, and had a conversation on how to move forward, noting there were five (5) overreaching goals, noting downtown is the priority, and needs private investment.

Goal 1 – Revitalize and Activate Downtown Stockbridge.

Goal 2 – Support and Expand the Medical Hub with Piedmont Henry Hospital as the Anchor (Citywide Development Authority will play a major role here).

Goal 3 – Retaining and Supporting the Small/Local Business utilizing the Economic Development BRICS Initiative.

Goal 4 – Developing a Workforce Training Program (Working with Goodwill Industries and Southern Crescent Community College).

Goal 5 – Improving Connectivity and Quality of Life.

Mr. Allonce referenced the Action Plan document and referenced the Objective, Responsible Board(s) and Timeframe, and reviewed the Implementation Strategies, noting the desired outcomes of the next five years, noted for each of the objectives, there are two strategies that are to be considered the “action Items” for the Economic Development Department and relevant stakeholders to implement; and noted for each strategy, the table outlines (1) the recommended stakeholder(s) to carry out each strategy and (2) the estimated timeframe to implement it; and referenced the Key (Stakeholder List) referencing the responsible party, and that collaboration is key for successful economic development, so many of the strategies have multiple stakeholders identified; and noted the stakeholder that is recommended to take the lead role in implementing the strategy is listed first.

Councilwoman Barber asked what role the boards play in attracting businesses to the downtown.

Mr. Allonce noted that if a board member receives information from a potential prospect, the lead(s) should be relayed to the City’s Economic Development Department.

Mr. Allonce noted the role of Main Street is to support the existing businesses in the downtown with programs and events that bring patrons, or foot traffic to the downtown area; noted the Downtown Development Authority (DDA) has tools and incentives to bring and retain businesses to the downtown area and is currently working on a project; and the Citywide Development Authority (CDA) has incentive tools and real estate with the hospital and healthcare being the major focus to make Stockbridge more attractive.

Mr. Allonce noted the City has approved a TAD (Tax Allocation District); however, the TAD needs approval of the Henry County Board of Commissioners (BOC) and the Henry County School Board (BOE), and that has not happened, and encouraged each member of the various boards to reach out to the BOC and BOE members to get their commitment on the TAD; noting the TAD revenues would allow for infrastructure and landscaping improvements in the downtown, noting Design Standards need to be implemented for Downtown.

Mr. Allonce recommended the Economic Development Round Table continue, noting each Board member Chair is invited to participate.

Board Member Furtch noted that there has been a great deal of information in the presentations given today, and offered an overview whereas we need more people to come to the downtown area; Main Street needs to offer more activities to bring people downtown; we need more investors to build more residential downtown to support the businesses; and we need more Council support and funding.

Chair Anderson stated as it relates to the DDA’s role, the Board may need to acquire property to complete the plan.

Mayor Ford exited the meeting; the City Council no longer has a quorum.

## **The Main Street Approach: The Four Pillars of Mainstreet Stockbridge Mainstreet Survey Results**

Ms. Fareed presented the Main Street 2024 Movie Night Event (June 14<sup>th</sup>). Motion to approve made by Jones; seconded by Merritt. The motion passed unanimously 6-0.

### **Main Street 2023 Work Plan**

Ms. Fareed referenced the 2023 Downtown Strategic Work Plan noting this is a 5-year project where due to the remnants of the pandemic progress has slowed; noting the report has a number of projects with a delayed status; and noted the area around Burke Street looks blighted and abandoned, and the Alleyway Project needs to be a priority for the City; and noted the utilities appear to be the remaining pending item to complete the Alleyway project.

Board Member Merritt offered her services for AT&T to assist in moving the project along.

Ms. Fareed reviewed the Work Plan Tasks, Responsible Person, Organization, Status and Project Budget, noting there has been ARPA funding allocated to Economic Development for Events, and for the Façade Grant Program.

Ms. Chavis noted the Business Assistance Program will work in partnership with the Downtown Development Authority on business facades and exterior features of the downtown businesses, special events in the downtown, seeking sponsorships, noting small business façade grants have been awarded to Frozen Smoke, Rico's, and Ruth's restaurants; and the Downtown Business Assistance grants have been issued to Frozen Smoke and the Eagles Landing Dance Studio in the Publix plaza on East Atlanta Rd.

Mr. Allonce suggested the City continue to fund the Economic Development BRICS Program.

Ms. Fareed noted developments are going up next to Rico's Restaurant, and the BRICS incentives and grants will help business owners with renovations and curb appeal that will spur and encourage more investments.

Ms. Fareed also noted parking continues to be a huge concern in the downtown area, with a battle amongst the businesses along M L King, Sr. Heritage Trail seeking parking for their patrons, noting Amphitheater parking is an additional problem with concert goers parking in parking spaces for their patrons during the concert with no parking enforcement from the police or code enforcement.

Board Member Furtch noted there are a number of individuals unjustly selling parking spaces during the Amphitheater concerts that don't own the parking areas.

Councilmember Barber agreed there are parking issues in the downtown area, and noted the City Council has been made aware of the issues; and recommended when there are violations, to please call the police if there are illegal attendants spotted, or as the Representative for the Downtown District 4, to also contact her and make her aware.

Ms. Fareed noted the downtown visitors do not always have a great experience due to the parking issues.

Councilmember Barber noted the Amphitheater Map for parking has been requested to present to the Council for approval at the April 30<sup>th</sup> Work Session Meeting.

Councilmember Barber asked why the Boards are not presenting quarterly updates to the Council and suggested to the Board Chair that presentations be presented so that the Mayor & Council are aware of issues and actions taken by the Board.

Chair Anderson noted the DDA has submitted their First Quarter Report to the Mayor & Council.

Ms. Smiley noted the S.W.O.T. Analysis has basically been covered in the RSVP Plan and the Economic Development Plan and referenced the (4) Four Pillars of Main Street: Economic Vitality, Design (with an emphasis on historic values, murals, and statues), Promotion and Organization.

Ms. Fareed noted the importance of Recreation, Leisure, Dining, and Retail in the Main Street District is to create a Sense of Place.

Ms. Smiley referenced the award-winning Main Street Program and the Small Business Blitz that is typically on the Saturday following Thanksgiving, and noted the Stockbridge Program promotes the Small Business Blitz throughout the entire month of November; and noted the Board needs to keep the 2 Strategic Goals of implement Arts and Beautification of the downtown area in focus.

Board member Potts noted that with so many pending items, Main Street needs to focus and address the items under Main Street's control.

Chair Hopkins agreed, noting the items that are currently noted incomplete, need to be addressed and completed where possible and feasible.

Group 1 was tasked with creating a Strategy for implementing the Arts and Beautification projects in the Main Street/Downtown area.

Group 2 was tasked with identifying Arts and Beautification projects for the Main Street/Downtown area.

Group 2 suggested creating a Task Force to research a small amphitheater stage for smaller events to be located on the city's green space adjacent to city hall; explore donations; seek local artists, musicians, and arts & craft vendors; and install a digital board with announcements; suggested expanding the white lights to be decorated around the trees along East Atlanta Road, M L King, Sr. Heritage Trail, N. Henry Blvd. from Burke Street to Municipal Park adjacent to the Police Station, and along Love Street to identify the downtown area; add seating along M L King, Sr. Heritage Trail; review a Special Façade Grant for Food Depot; remove the brick wall along M L King, Sr. Heritage to open up the sidewalk; city to clean and maintain the entrance to the Arts Center entrance along Burke Street; identify a location near the Amphitheater to install a STOCKBRIDGE Statue with the "I" space empty to be filled in by a person as a tourist attraction; make improvements in the Love Street crosswalk, install and create a "You are Here" QR Code and creating a group to identify the downtown anchors, COS Wayfinding and using the 30281 Zip Code Mural; and have a local Taste of Stockbridge.

Group 2 recommended (6) six Goals to promote the Downtown:

1. Offer financial incentives such as the Façade Grant, and work in collaboration with the City and Business Owners to allow pop-up shops and pop-up markets.
2. Promote Shop Small throughout the entire year to help generate new customers; highlight businesses on the city's webpage, highlighting a "business spotlight of the month".
3. Collaborate with the City's Social Media platforms and promoting events.
4. Encourage businesses to bring out samples with the focus on homemade and hand-made samples.
5. Promote Stockbridge Businesses using a QR Code.
6. Co-market by promoting each other's businesses.

### Goal 3

1. Move forward with cleaning up and completing the Alleyway.
2. Move forward with the first phase of Pedestrian Friendly Pedestrian Bridge.

Ms. Smiley and Ms. Fareed thanked everyone for their participation in today's Retreat.

Ms. Smiley noted an overall report would be prepared and distributed to Ms. Fareed in the upcoming week.

Respectfully submitted by:

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Vanessa Holiday, City Clerk

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Robert Anderson, DDA Board Chair