

**MAIN STREET
ADVISORY BOARD**

BOARD MEMBERS

Willie Hopkins, Chair

Shomari Furtch, Vice-Chair

Camille Reynoso Mason, Secretary

Anika Potts

Andrea Burnett

Vanessa Gibson

Linda P. Jones

Crystal Park

Councilman Alphonso Thomas

Frangela Merritt (DDA Liaison)

ADMINISTRATION

Lisa Fareed

Main Street Program Manager

Terezy Ochoa

Main Street Program Coordinator

Vacant

Economic Development Director

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



STOCKBRIDGE DOWNTOWN
CONNECTION CENTER
130 M L KING SR. HERITAGE TRAIL
STOCKBRIDGE, GA 30281
Website: www.stockbridgega.org

Phone: 770-389-7900

Fax: 770-389-7912



AGENDA MAIN STREET ADVISORY BOARD MEETING CITY OF STOCKBRIDGE

FRIDAY, NOVEMBER 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. November 2024 Meeting Agenda
- III. Review and Approval of Meeting Minutes**
 - 5. September 2024 Meeting Minutes
- IV. Review and Approve Financial Statement**
 - 6. September 2024 Financial Statement
 - 7. October 2024 Financial Statement
- V. Main Street Managers Report / Discussion**
 - 8. Updates
 - Program Updates
 - Downtown Updates
- VI. Economic Development Report**
- VII. DDA Report**
- VIII. Announcements / Concerns**
- IX. Adjourn**

Next Meeting: Friday, November 8, 2024 at 9:00 a.m. Stockbridge Main Street
Program Office 130 MLK, Sr. Heritage Trail - Downtown

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

September 13, 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 Friday, September 13, 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 at 9:12 a.m. by Mr. Willie Hopkins, Main Street Advisory Board Chairman. The Main Street Mission was read by Mrs. Vanessa Gibson, Main Street Advisory Board Member.

Ms. Lisa Fareed-Muhammad also announced the Photo Cubes display that Georgia Municipal Association (GMA) provided to the Stockbridge Main Street and all the Georgia cities that attended the national conference in Birmingham. Pictures on the Photo Cubes portray downtown Stockbridge.

Board Members in Attendance: Shomari Furtch, Vanessa Gibson, Willie Hopkins, Linda Jones, Camille Reynoso Mason, Crystal Park, Anika Potts and Councilman Alphonso Thomas.

Board Members Absent: Andrea Burnett and Frangela Merritt.

City Staff in Attendance: Lisa Fareed, Main Street Program Manager, Terezy Ochoa, Main Street Program Specialist, and Lawanda Powell, Economic Development Admin.

Visitors in Attendance: None

Review and Approval of the Meeting Agenda

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

Motion: Anika Potts
Second: Shomari Furtch
Discussion: None
Vote: Unanimous

Review and Approval of the Main Street Advisory Board Meeting Minutes

A motion to accept and approve the August 2024 Meeting Minutes.
The motion properly approved.

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

Review and Approval of the Monthly Financial Report

A motion to accept and approve the August 2024 Report.
The motion properly approved.

Motion: Camille Reynoso Mason
Second: Shomari Furtch
Discussion: None
Vote: Unanimous

Main Street Manager’s Report / Discussion

Ms. Lisa Fareed welcomed and thanked everyone for their attendance and then she discussed the following:

Housekeeping Items:

- Ms. Fareed mentioned Stockbridge’s Event Coordinator, Bryan Bradley, has passed. Staff will be doing a balloon release on Friday, September 13th at noon by the Merle Manders Conference Center.
- **Georgia Downtown Conference:** Ms. Fareed and Ms. Terezy Ochoa traveled to the Georgia Downtown Association (hereinafter GDA) statewide training held on August 26 – 29, 2024. The training was hosted in Thomasville, Georgia.

Ms. Ochoa updated the Board on the GDA conference, training, and highlights of downtown Thomasville.

Ms. Fareed encouraged the board that while Stockbridge’s infrastructure and design does not resemble the traditional downtown model, such as Thomasville, Stockbridge’s progress and growing influence will make it a strong example of the modern south.

Jessica Worthington will no longer be the Director of Georgia’s Department of Downtown Development as of September.

- **Tiny Tent Concerts:** Tiny Tent Concerts are weekly Friday night concerts highlighting local musicians. Ms. Fareed mentioned the concerts have been getting positive feedback from other Main Street programs across the state. She asked for volunteers to help breakdown the tents after the concert.

Parking was identified as a potential issue. Signage for parking was suggested.

Action: During the upcoming meetings, revisit the discussion on the purchase of black T-shirt style shirts with the Tiny Tent logo and sell them during the events, reinvesting the profits towards future Tiny Tent concerts.

- **Downtown Activation:** Ms. Fareed mentioned a new idea for the fall with getting the downtown storefront windows painted with fall decorations. At this time, most of the business owners have agreed to the fall décor being painted on their storefront windows. Looking for Ms. Linda Jones to provide pumpkins for the area. Potentially a winter design on the storefront windows as well.
- **Bridgefest:** Ms. Fareed announced that Bridgefest will be held on Saturday, September 28th, and volunteers will be needed. Gates open at 5 p.m. for patrons. Setup will begin at 3 p.m. The Main Street booth will close when it gets dark.
- **Car Show:** Mr. Warren from Frozen Smoke is hosting a car-drive thru event prior to Bridgefest 2024. This is not a city event, but it's located in the downtown area and Ms. Fareed was assigned to assist in managing the area.

Economic Development Report

- No Report Available as Mr. Fred Gardner, City Manager, and interim Economic Development Director was not in attendance.
- Ms. Ochoa updated the Board on the City ArtScape Challenge.

DDA Report

- No report available.

Announcements / Concerns

- Councilman Thomas announced he has been approved to be the planner for volunteer appreciation dinner. It will be held Saturday, December 14, 2024, at the Merle Manders Conference Center.
- Ms. Vanessa Gibson announced her business, Eagles Landing Dance Center, is now open on East Atlanta Road in Publix Plaza.
- Next Meeting: Friday, October 11, 2024 @ 9:00 a.m.
Stockbridge Main Street Program Office
130 MLK, Sr. Heritage Trail - Downtown

There being no further business to address, a motion to adjourn the September 2024 meeting of the Stockbridge Main Street Advisory Board at 10:19 a.m. The motion properly approved.

Motion: Anika Potts
Second: Vanessa Gibson
Discussion: None
Vote: Unanimous

Respectfully Submitted by:

Camille Reynoso Mason:LFM
Secretary
Stockbridge Main Street Advisory Board