

## **MAIN STREET ADVISORY BOARD**

### **BOARD MEMBERS**

Willie Hopkins, Chair

Shomari Furtch, Vice-Chair

Camille Reynoso Mason, Secretary

Anika Potts

Andrea Burnett

Vanessa Gibson

Vacant

Linda P. Jones

Crystal Park

Councilman Alphonso Thomas

Warren Washington (DDA Liaison)

### **ADMINISTRATION**

Lisa Fareed

Main Street Program Manager

Terezy Ochoa

Main Street Program Coordinator

Gerald Sanders

Economic Development Director

## **Main Street Advisory Board Meeting Agenda August 8, 2025 9:00 AM**



Downtown Connection Center  
130 M L King, Sr. Heritage Trail  
Stockbridge , GA 30281  
Website: [www.stockbridgega.org](http://www.stockbridgega.org)

Phone: 770-389-7900  
Fax: 770-389-7912



## **AGENDA MAIN STREET ADVISORY BOARD MEETING CITY OF STOCKBRIDGE**

**FRIDAY, AUGUST 8, 2025 9:00 AM**

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**I. Call to Order**

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

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

4. August 2025 Meeting Agenda

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

5. July 2025 Meeting Minutes

**IV. Review and Approve Financial Statement**

6. July 2025 Financial Statement

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

7. Program Updates
8. Downtown Updates

**VI. Economic Development Report**

**VII. DDA Report**

**VIII. Announcements / Concerns**

**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

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### July 11, 2025

*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, July 11, 2025, 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 9:10 a.m. by Mr. Willie Hopkins, Main Street Advisory Board Chairman. Mr. Shomari Furtch, Main Street Advisory Board Co-Chairman read the Main Street Mission.

**Board Members in Attendance:** Andrea Burnett, Shomari Furtch, Vanessa Gibson, Willie Hopkins, Linda Jones, Camille Reynoso Mason, Crystal Park, and Anika Potts

**Board Members Absent:** Councilman Alphonso Thomas and Warren Washington

**City Staff in Attendance:** Lisa Fareed, Main Street Program Manager, Terezy Ochoa, Main Street Program Specialist, Gerald Sanders, ED Director

**Visitors in Attendance:** Kenya Cook, DDA Board Chairman and Jaylan Holman, TSW Landscape Designer and potential new Board member.

#### Review and Approval of the Meeting Agenda

A motion to accept and approve the April 2025 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 April 2025 Meeting Minutes.  
The motion properly approved.

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

A motion to accept and approve the May 2025 Meeting Minutes.  
The motion properly approved.

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

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

A motion to accept and approve the April 2025 Report.  
The motion properly approved.

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

A motion to accept and approve the May 2025 Report.  
The motion properly approved.

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

A motion to accept and approve the June 2025 Report.  
The motion properly approved.

**Motion:** Camille Reynoso Mason  
**Second:** Linda Jones  
**Discussion:** The City Treasury in Accounting department has been and will continue to adjust the Utilities and IT expenses to allocate expense across various city departments.  
**Vote:** Unanimous

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

Main Street Manager, Ms. Lisa Fareed welcomed and thanked everyone for their attendance and support throughout the year, then she discussed the following:

**Program Updates:**

- **Summer Movies:** Ms. Fareed shared that Moana 2 screening drew approximately 250 attendees. The final movie night scheduled for tonight (July 11, 2025) showing Inside Out 2.
- **Tiny Tents:** Ms. Fareed advised the Board there were 50 attendees at the first event, the highest turnout to date. Tiny Tent will be a twelve-week program ongoing with different

artists each week. Vincenzo's Italian Ice may participate with a \$500 vendor fee for the 12 weeks. This would help offset the artist fees. The artists are asking for more money than last year.

- **Farm to Table Market:** Successfully launched; most vendors sold out. Seeking additional vendors. Mrs. Linda Jones gave us the official proposal, and the Board voted during the retreat to go forward. Mrs. Jones reported there were four vendors, and one who demonstrated using different fruits and vegetables to make smoothies or juices. The same vendor would like to have little charcuterie boards for the next event. It was recommended to have more signage to guide attendees to the market area and Ms. Fareed mentioned that the signs did not come in time but are here now.
  - The Farm to Table Market will be on Saturday, July 26<sup>th</sup>, 2025.
  - Every 4<sup>th</sup> Saturday up to and including the month of October 2025, except in September due to Bridgefest.
- **Fitness Walk Initiative:** “Get to Stepping Fitness Walk” was combined with the Farm to Table Market. There were over 20 participants. The walk started from the courtyard down to Memorial Park, onto Reeves Creek Trail and went as far as Tye Street. During the return walk, participants had the opportunity to stop at local vendors and obtain cold water and walking supplies such as bug spray. Participants were also able to speak with local business owners. Stops included Frozen Smokes, CARR-B-QUE'S, and the Green Front Cafe. Main Street partnered with THG (health screenings) and TSW (trail data collection). This initiative was well received, and the participants were asking when the next walk would be.
- **4th of July & Juneteenth:** No participation this year due to city staff oversight, the Main Street Booth was not included. The downtown businesses did well. It was noted that unauthorized vendors had tents set up along MLK Trail on the evening of July 4<sup>th</sup>.
- **Small Business Blitz Revamp:** Due to the declined sign up for the Main Street App and participation in using the App during the Small Business Blitz, Ms. Fareed proposed replacing the sweepstakes with influence-style videos. Discussion included adding promotional hooks like discounts or hidden prizes. All were in consensus to proceed with the digital campaign strategy.
- **Car Show:** Ms. Fareed proposed the format of the car show be revised to a meet-up style event including a DJ and with three trophies: Mayor's Choice, People's Choice, and Professional Choice. Ms. Fareed is going to reach out to business owners Mrs. Jones and Mrs. Diane Miller, who help with Carrie May Day, reach out to their contacts for the Car Show. Mr. Shomari Furtch will help and plan.
- **Annual Board Retreat:** The Main Street annual retreat was held May 10, 2025, at Render Stockbridge. The facilitator, Terry Smiley, created the 2025 Stockbridge Main Street Workplan including goals for the year.

- **Clark Park Playhouse:** Ms. Fareed explained the playhouse was removed due to safety concerns following similar incidents in nearby cities. Modifications under discussion.
- **Georgia Downtown Conference:** Ms. Fareed mentioned the date for downtown conference will be held August 25<sup>th</sup> - 28<sup>th</sup>, in Gainesville. Two board members are enrolled to take DDA 101. Ms. Fareed and Ms. Terezy will be staying for the entire conference.
- **Downtown Activation:**
  - **New Businesses Downtown:** Ms. Fareed reported Crown Pizza Bar has been delayed in opening and the Main Street staff is collaborating with them until they have their actual opening.
  - **DDA Sponsored Outdoor Events:** DDA has hired a third party to help them with marketing and events. Main Street staff have been helping the DDA stay on track with city procedures and the permitting process. The next event will be held on Saturday July 19<sup>th</sup> it's believed to be called, “Sundresses and Cigars”. Main Street staff let local businesses know that these are not the city of Stockbridge’s events. This was to let local businesses know that they don't have to participate if they choose not to.
  - **Improvements:** Ms. Fareed reported that when the sidewalk was widened around the amphitheater and the turn lane was added on East Atlanta Road, the new banners that were hung prior to construction were removed. The banner design reads, “Hang Around Downtown.” Main Street now has those banners, and they will be placed around the downtown area. The string lights that were hung around trees on MLK got weathered and have been removed. Two damaged trees that were part of the building’s landscaping have been removed. The sidewalks downtown were power washed a couple of weeks ago thanks to the DDA initiative. The Connection Center was also power washed. Ms. Fareed requested of the city to have the windows cleaned at the Connection Center and mentioned the new building signage is coming.

The first phase of the Wayfinding initiative is taking place. There are new signs in the downtown district with the new branding. The next phase would be the signage near the expressway that would lead people to downtown Stockbridge.

### **Economic Development Report**

- Ms. Fareed passed out a diagram displaying the potential use of space across from the Connection Center that would add additional parking to the area. The diagram represents the conversion between the city and Norfolk Southern and potentially renting the space. The space would be additional parking including fenced in and paved.

Mr. Sanders, Economic Development Director, mentioned the city has more projects than money at this time and asked the Board to attend the work sessions meetings or draft a letter requesting that Main Street projects be met, including the Alleyway project. The money for the alleyway project is more expensive now than when initially designed prior to the pandemic. Building materials cost twice as much, so the budget has grown. Mr. Sanders mentioned Downtown Development is #3 on the City Council's list of the top 5.

A motion was made to support Mr. Sanders in pushing forward to the council supporting the downtown improvements and Main Street projects like the Alleyway and additional parking lot. The motion properly approved.

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

**DDA Report:** Mr. Kenya Cook, DDA Chairman, reported the façade grant was raised to \$15,000, has been slow moving. In addition, DDA is monitoring their use of their amphitheater tickets, they purchased four tickets for the purpose of bringing in VIPs to show them Stockbridge's offerings. Also, DDA is discussing the possibility of creating an interior grant for businesses to upgrade the inside of their businesses. At this time, Mr. Cook postponed speaking about the event initiative as all approvals from the DDA board were still pending. The next DDA meeting is Tuesday, July 15, 2025.

#### **Announcements / Concerns**

- **Pray For Our Schools:** Mr. Hopkins reported that schools will be starting back with in the next 30-45 days, and on July 26<sup>th</sup>, Henry County has an initiative for "Pray for Our Schools". Local churches will be participating in and praying on the campuses for the safety of the students and educators as well as an environment for learning and to be in good hands. Our partner schools include Smith Barnes, Pates Creek, and Stockbridge elementary schools.
- **City Council Liaison for Main Street Program:** Mr. Hopkins asked for continued prayers for healing for the current liaison, Councilman Thomas. Councilman Thomas' term ends in December 2025. The Board has a strong voice in the recommendation for the next liaison for the Board. Mr. Hopkins mentioned Councilwoman Yolanda Barber would be a good liaison since the downtown area is in her district and has a heart for her district. Mr. Hopkins asked the Board to consider the next liaison, and it would be discussed at a later meeting.
- **Next Meeting:** Friday, August 8, 2025 @ 9:00 a.m.  
Stockbridge Main Street Program Office at the Connection Center  
130 MLK, Sr. Heritage Trail – Downtown

There being no further business to address, a motion to adjourn the July 2025 meeting of the Stockbridge Main Street Advisory Board at 10:22 a.m. The motion properly approved.

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

**Respectfully Submitted by:**

Camille Reynoso Mason  
Secretary  
Stockbridge Main Street Advisory Board



City of Stockbridge

# Income Statement

## Account Summary

For Fiscal: 2025 Period Ending: 07/31/2025

|                                                           |                                        | Original<br>Total Budget | Current<br>Total Budget | MTD Activity     | YTD Activity      | Budget<br>Remaining |
|-----------------------------------------------------------|----------------------------------------|--------------------------|-------------------------|------------------|-------------------|---------------------|
| <b>Fund: 100 - GENERAL FUND</b>                           |                                        |                          |                         |                  |                   |                     |
| <b>Class: 52 - PURCHASED / CONTRACTED SERVICES</b>        |                                        |                          |                         |                  |                   |                     |
| <a href="#">100-75500-521200</a>                          | PROFESSIONAL FEES                      | 5,000.00                 | 11,000.00               | 1,500.00         | 4,715.00          | 6,285.00            |
| <a href="#">100-75500-523400</a>                          | PRINTING & BINDING                     | 2,000.00                 | 2,000.00                | 0.00             | 367.92            | 1,632.08            |
| <a href="#">100-75500-523500</a>                          | TRAVEL                                 | 5,500.00                 | 5,500.00                | 35.00            | 4,238.82          | 1,261.18            |
| <a href="#">100-75500-523520</a>                          | MAIN STREET BOARD TRAVEL               | 3,500.00                 | 1,500.00                | 0.00             | 0.00              | 1,500.00            |
| <a href="#">100-75500-523600</a>                          | DUES & FEES                            | 1,300.00                 | 1,300.00                | 0.00             | 869.88            | 430.12              |
| <a href="#">100-75500-523700</a>                          | EDUCATION & TRAINING                   | 3,000.00                 | 3,000.00                | 1,214.00         | 2,941.48          | 58.52               |
| <a href="#">100-75500-523720</a>                          | MAIN STREET BOARD EDUCATION & TRAIN... | 3,500.00                 | 3,500.00                | 630.00           | 630.00            | 2,870.00            |
| <a href="#">100-75500-523851</a>                          | INTERN HELP                            | 2,000.00                 | 0.00                    | 0.00             | 0.00              | 0.00                |
| <a href="#">100-75500-523940</a>                          | POSTAGE                                | 200.00                   | 200.00                  | 0.00             | 0.00              | 200.00              |
| <a href="#">100-75500-523945</a>                          | WEB SITE                               | 4,000.00                 | 4,000.00                | 0.00             | 0.00              | 4,000.00            |
| <b>Class: 52 - PURCHASED / CONTRACTED SERVICES Total:</b> |                                        | <b>30,000.00</b>         | <b>32,000.00</b>        | <b>3,379.00</b>  | <b>13,763.10</b>  | <b>18,236.90</b>    |
| <b>Class: 53 - SUPPLIES</b>                               |                                        |                          |                         |                  |                   |                     |
| <a href="#">100-75500-531140</a>                          | SUPPLIES & MATERIALS                   | 2,000.00                 | 2,000.00                | 0.00             | 0.00              | 2,000.00            |
| <a href="#">100-75500-531227</a>                          | GA PWR, MAIN STREET                    | 6,000.00                 | 6,000.00                | 454.80           | 3,697.59          | 2,302.41            |
| <a href="#">100-75500-531701</a>                          | HOSPITALITY/FOOD/BEVERAGE              | 3,000.00                 | 3,000.00                | 0.00             | 449.67            | 2,550.33            |
| <a href="#">100-75500-531707</a>                          | ENTERTAINMENT                          | 5,000.00                 | 5,000.00                | 2,364.00         | 4,728.00          | 272.00              |
| <a href="#">100-75500-531724</a>                          | DOWNTOWN BEAUTIFICATION                | 2,000.00                 | 2,000.00                | 0.00             | 185.00            | 1,815.00            |
| <a href="#">100-75500-531725</a>                          | PROMOTIONAL SUPPLIES                   | 2,500.00                 | 500.00                  | 0.00             | 0.00              | 500.00              |
| <a href="#">100-75500-531750</a>                          | Uniforms                               | 1,000.00                 | 1,000.00                | 0.00             | 51.00             | 949.00              |
| <b>Class: 53 - SUPPLIES Total:</b>                        |                                        | <b>21,500.00</b>         | <b>19,500.00</b>        | <b>2,818.80</b>  | <b>9,111.26</b>   | <b>10,388.74</b>    |
| <b>Fund: 100 - GENERAL FUND Total:</b>                    |                                        | <b>51,500.00</b>         | <b>51,500.00</b>        | <b>6,197.80</b>  | <b>22,874.36</b>  |                     |
| <b>Total Surplus (Deficit):</b>                           |                                        | <b>-51,500.00</b>        | <b>-51,500.00</b>       | <b>-6,197.80</b> | <b>-22,874.36</b> |                     |

Income Statement

For Fiscal: 2025 Period Ending: 07/31/2025

Group Summary

| Class                                | Original<br>Total Budget | Current<br>Total Budget | MTD Activity | YTD Activity | Budget<br>Remaining |
|--------------------------------------|--------------------------|-------------------------|--------------|--------------|---------------------|
| Fund: 100 - GENERAL FUND             |                          |                         |              |              |                     |
| 52 - PURCHASED / CONTRACTED SERVICES | 30,000.00                | 32,000.00               | 3,379.00     | 13,763.10    | 18,236.90           |
| 53 - SUPPLIES                        | 21,500.00                | 19,500.00               | 2,818.80     | 9,111.26     | 10,388.74           |
| Fund: 100 - GENERAL FUND Total:      | 51,500.00                | 51,500.00               | 6,197.80     | 22,874.36    | 28,625.64           |
| Total Surplus (Deficit):             | -51,500.00               | -51,500.00              | -6,197.80    | -22,874.36   |                     |

Fund Summary

| Fund                     | Original<br>Total Budget | Current<br>Total Budget | MTD Activity | YTD Activity | Budget<br>Remaining |
|--------------------------|--------------------------|-------------------------|--------------|--------------|---------------------|
| 100 - GENERAL FUND       | -51,500.00               | -51,500.00              | -6,197.80    | -22,874.36   | -28,625.64          |
| Total Surplus (Deficit): | -51,500.00               | -51,500.00              | -6,197.80    | -22,874.36   |                     |