

MAIN STREET ADVISORY 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

Kenya Cook (DDA Liaison)

Vacant (City Council Liaison)

ADMINISTRATION

Lisa Fareed

Main Street Program Manager

Terezy Ochoa

Main Street Program Coordinator

Vacant

Economic Development Director

Main Street Advisory Board Meeting Agenda February 13, 2026 9:00 AM



Downtown Connection Center
130 M L King, Sr. Heritage Trail
Stockbridge , GA 30281
Website: www.stockbridgega.org

Phone: 770-389-7900
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AGENDA MAIN STREET ADVISORY BOARD MEETING CITY OF STOCKBRIDGE

FRIDAY, FEBRUARY 13, 2026 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. January 2026 Meeting Agenda
- III. Review and Approval of Meeting Minutes**
 - 5. December 2026 Meeting Minutes
- IV. Review and Approve Financial Statement**
 - 6. December 2025 Financial Statement
- V. Main Street Managers Report/ Discussion**
 - 7. Program Updates
 - 8. Downtown Updates
- VI. DDA Report**
- VII. Announcements/ Concerns**
- VIII. Adjourn**



Stockbridge Main Street Advisory Board Meeting Minutes

January 9, 2026

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, January 9, 2026, 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. Mr. Shomari Furth, Main Street Advisory Board Co-Chairman, read the Main Street Mission.

Mr. Hopkins welcomed and opened the floor to the councilmembers present, Councilman Cloud (District 2) and Councilwoman Barber (District 4). Councilwoman Barber offered greetings and shared excitement for 2026 and the board's upcoming work, expressing continued support. Councilman Cloud also offered New Year greetings and shared condolences regarding the passing of Councilman Thomas, noting his relationships with many board members and the community.

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

Board Members Absent: Jaylan Holman, Camille Reynoso Mason and Kenya Cook

City Staff in Attendance: Lisa Fareed, Main Street Program Manager, Terezy Ochoa, Main Street Program Specialist

Visitors in Attendance: Councilman Antwan Cloud and Councilwoman Yolanda Barber

Review and Approval of the Meeting Agenda

A motion to accept and approve the January 2026 Meeting Agenda. The motion properly approved.

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

Review and Approval of the Main Street Advisory Board Meeting Minutes

A motion to accept and approve the December 2025 Meeting Minutes.

The motion properly approved.

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

Review and Approval of the Monthly Financial Report.

The December 2025 financial statements were not available. The Board agreed the financials would be presented at the next meeting. It was also noted that the January financials should reflect new 2026 budget lines.

Main Street Manager’s Report / Discussion

Main Street Manager, Ms. Fareed, welcomed and thanked everyone for their attendance and extended New Year greetings.

Program Updates:

- Ms. Fareed provided an overview of the Main Street program for new/visiting officials and reiterated that:
 - Main Street is a national program tied to historic preservation and downtown revitalization efforts.
 - The local program completes an annual assessment to maintain accreditation (assessment due the following week).
 - Stockbridge Main Street has been accredited for 10 consecutive years.
 - The program is supported through the Georgia Department of Community Affairs (DCA), which serves as liaison to the National Main Street Center.
- Ms. Fareed reviewed the historical development of downtown Stockbridge, including its railroad origins and the impact of later infrastructure changes (including the bridge) on traffic patterns and downtown vitality.
- Ms. Fareed reviewed Main Street’s four pillars:
 - Design
 - Organization
 - Promotion
 - Economic Development

- Mr. Furth provided the Board with a memory aid: “DOPE” (Design, Organization, Promotion, Economic Development).
- **National Recognized Program:** Ms. Fareed and Board noted Stockbridge Main Street has been recognized twice by the National Main Street Center and American Express for innovation, including initiatives such as Shop Small efforts and the “Tiny Tent Concerts,” and that local ideas have been replicated by other Georgia Main Street programs.
- **City Leadership Updates:** Ms. Fareed shared multiple city leadership transitions, a new mayor, council member(s), interim chief of police, and director-level staff changes. It was also shared that:
 - Councilman Thomas passed away December 26, 2025, and the funeral was held earlier that week.
 - The Board sent flowers and condolences to the Thomas family on behalf of the Advisory Board.
 - Condolences were also sent to Ms. Anika following the passing of her father; a thank-you card was received.
- **Holiday Festival/Hot Cocoa Booth:** Holiday Fest was reported as a major success with an especially large crowd. Increased overall attendance and the cocoa supplies ran out (first time reported).
- **Small Business Blitz:** Ms. Fareed explained that this year’s approach focused mainly on business promotion without a structured “passport” or central participation point. Analytics later showed there was no measurable participation through the app/online tracking. Gift cards purchased for participation will be repurposed for future local initiatives.
 - Ms. Linda suggested tying Small Business Blitz promotion to ribbon cuttings to help spotlight businesses more efficiently. The Manager confirmed this was aligned with prior plans and will be refined.
- **Board Renewals:** Board members who submitted letters of intent by the deadline were reappointed by Council on December 8th meeting.
- **Board Education & Training:** Ms. Fareed recognized the Board for completing required training, noting all members completed at least two hours (many exceeded the requirement). The Manager suggested completing 2026 training earlier in the year (deadline moved to June).

New Business:

- **Logo Request from DDA:** Ms. Fareed presented a recommendation not to share or allow use of the Main Street logo by the Downtown Development Authority (DDA) at this time. Rationale discussed included:
 - The Main Street Advisory Board has built a distinct identity and reputation over many years.
 - Similar or shared branding could confuse the public.
 - A collaborative relationship with DDA is valued, but the DDA should develop its own unique logo (potentially with coordinated elements such as color palette), rather than duplicating Main Street branding.
 - Concerns were also noted regarding process (logo concept being shown informally on a phone and not presented in advance).

A motion to decline sharing the Main Street logo with the DDA Board at this time. The motion properly approved.

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

No Quorum: Chair Hopkins noted that Mrs. Burnette left the meeting at 10:01 am, immediately following the vote. There was no longer a quorum present, and the gathering continued for informational purposes only.

Economic Development Update: Ms. Fareed shared that Henry County is preparing for visitors tied to the FIFA World Cup, occurring mid-June through mid-July 2026, with Atlanta hosting matches. Local hotels may house teams and fans. The Main Street program is thinking about creating welcome messaging and signage. Potential live screening.

DDA Report: No DDA report was provided, liaison absent.

Announcements / Concerns:

- Ms. Fareed announced a tribute gathering honoring Councilman Thomas, hosted in partnership with Ms. Linda Jones and Frozen Smoke, scheduled for Saturday, January 10, 2026, 6:00–7:00 p.m. The event includes a free buffet, reflections, and jazz. Councilman Thomas’s family is expected to attend.
- Community Shred Day – Mr. Hopkins announced a community shredding event in partnership with AKAs and Global Impact Christian Ministry on Saturday, January 17, 2026.

- Mrs. Jones announced Feeding God’s People Community Food Pantry on Saturday, January 17, 2026.
- Councilwoman Barber encouraged the board and noted the City Council meeting on Monday, January 12, 2026, may include multiple appointments, including for this board.
- **Next Meeting:** Friday, February 13, 2026 @ 9:00 a.m.
Stockbridge Main Street Program Office at the Connection Center
130 M L King, Sr. Heritage Trail
Stockbridge, GA 30281

There being no further business to address and no quorum present, Chair Hopkins adjourned the meeting 10:15 a.m.

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

Respectfully Submitted by:

Camille Reynoso Mason: LFM
Secretary
Stockbridge Main Street Advisory Board