

MAIN STREET

ADVISORY BOARD MEMBERS

Willie Hopkins, Chair

Shomari Furtch, Vice-Chair

Camille Reynoso Mason, Secretary

Anika Potts

Andrea Burnett

Vanessa Gibson

Linda P. Jones

Crystal Park

Vacant

Kenya Cook (DDA Liaison)

Antwan Cloud (City Council Liaison)

ADMINISTRATION

Lisa Fareed

Main Street Program Manager

Terezy Ochoa

Main Street Program Coordinator

William Smith

Economic Development Director

Main Street Advisory Board Retreat Agenda August 29, 2026 8:00 AM



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AGENDA

MAIN STREET ADVISORY BOARD RETREAT

CITY OF STOCKBRIDGE

SATURDAY, AUGUST 29, 2026 8:00 AM

- I. Downtown Development Authority & Main Street Training & Strategic Planning Retreat**
 - 1. 8:30–9:00am Breakfast & Networking
 - 2. 9:00–9:15am Welcome, Introductions & Retreat Overview
 - 3. 9:15–9:45am **Training:** Safeguarding Against Fraud
 - 4. 9:45–10:05am Board Icebreaker & Team Engagement
 - 5. 10:05–10:20am **Morning Break**
 - 6. 10:20–11:35am SOAR Analysis: Strengths, Opportunities, Aspirations & Results
 - 7. 11:35–12:05pm Identification of Strategic Priorities
 - 8. 12:05–12:50pm **Working Lunch:** SMARTER Goal Setting
 - 9. 12:50–1:35pm Development of SMARTER Goals
 - 10. 1:35–2:05pm **Training:** Safeguarding Against Fraud
 - 11. 2:05–2:20pm **Afternoon Break**
 - 12. 2:20–2:50pm Goal Prioritization
 - 13. 2:50–3:30pm Goal Assignment & Implementation Planning — What, Who, Budget & Timeframe
 - 14. 3:30–3:45pm Closing Comments, Next Steps & KCA Evaluation Forms
- II. Adjournment**