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**Main Street Board Meeting – December 11, 2023 M I N U T E S**

**Call to Order**: The regular meeting was called to order by Drew Duren at 9:33PM

**Attendance Report:** Board members present were Cindy Becton, Josh Owen, Kelly Barr, Miriam Valcin by phone, Drew Duren, Christie Bassett by phone, Kayla Walker and Elise Pierce. City representatives include Main Street Director Jennifer Price, Main Street Assistant, Jamie Parr, City Manager, Jonathan Sumner.

Not present: N/A

Review/Correction of Minutes - Minutes were approved – Motion Elise, 2nd by Kelly Barr- motion carried unanimously.

**New Business:**

**Merry Main Street Review:**  The Looking Glass had a busy day and shop owner was please with the turn out. Church Street Café was busy, and the owner was glad to see the activity downtown. Kayla Walker mentioned that participating vendor had a few complaints regarding check in, restroom access and that no coffee was provided.

**2024 Initiatives/Program:** MSD Price asked the board about 2024 initiatives, new programs, changes, etc. “Tour Of Homes” was suggested and also the previously proposed Loyalty Cards were mentioned. (Previous meeting: Loyalty Cards – The Main Street Program would like to begin a frequent shopper Loyalty Card Program in 2024. This would be available to all businesses to participate. Information has also been posted in the Downtown Low Down group and we have received feedback from Blu Lily, Bee Little, Hahira Honey Hole, and Church Street Café. More information will be provided about this program in 2024.)

Elise Pierce inquired about an Entertainment District and Kayla Walker mentioned a New Year’s Eve celebration.

Members also asked about the Tree Lighting Ceremony and how we could extend this event.

**Weekly Happenings Post:** Business owners haven’t necessarily seen an impact but would like for those posts to continue as we learn what is working. MSD Price agreed that this is an initiative that may take some time to catch on but was pleased with the direction and how well the businesses had responded to submitting individual events.

**Board member posting:** The Main Street Board will be filling two vacancies as we move into 2024. One vacancy is from a resignation and the other is from a term expiring.

**Main Street Assistant Position:** The advertisement for this position posted this morning. We will take resumes for a week and plan interviews for next week. The idea is to have the new assistant positioned by January 8th, 2024.

**Hype Team Facebook Page:** This page has been created by Jamie as a way to educate the community on volunteer efforts and what we are doing downtown. We have had some new members join since the creation of the page. We hope to continue to HYPE up Hahira and recognize our volunteers!

**Old Business:**

* Switch to Six Training – Necessary for all board members to complete. This is part of a new reporting system to maintain program accreditation.
* Main Street 101- Reminder for all current board members to get this done.

Volunteer Opportunities- Jennifer reminded the board of the volunteer opportunities available throughout the year. The Main Street Board is a working board and therefore we need everyone’s participation to make events successful. We are moving into 2024 event season and we will need volunteers for a number of events.

Promoting Main Street Events – Jennifer reminded the board to promote the Main Street events that are posted on social media. While we have over 15K followers, all members sharing the events means that they reach more people. Also, remember to share the initiatives of other board members.

***Updates of Events-***

December 4th- 31st – Annual Parade of Trees

**2024 EVENTS WILL BE POSTED SOON!**

**Next Meeting: January 8th, 2024  at 9:30 am at the Depot-**

Meeting adjourned at 10:11 by Drew Duren

Prepared By:  Jennifer Price