

**Main Street Board Meeting – JUNE 10, 2024 M I N U T E S**

**Call to Order**: The regular meeting was called to order by Board Chair, Jamie Parr at 9:30AM

**Attendance Report:** Board members present were Drew Duren, Kayla Walker, Cindy Becton. City Representatives include Main Street Director Jennifer Price, Main Street Assistant Kayla Jewell, and City Manager, Jonathan Sumner.

Present by Phone: Jamie Parr (Sick), Miriam Valcin (Work Commitment) and Caitlin Day (OOT)

 Not Present: Elise Pierce and Kelly Barr

Review/Correction of Minutes - Minutes were approved – Motion Cindy Becton, 2nd by Drew Duren - motion carried unanimously.

**New Business:**

**Teacher Appreciation Luncheon:**  Overall great event. We were able to give away 80 donated gifts plus freebies to everyone. Lunch was served by Smokn Pig BBQ. We are thankful for our sponsors. Thank you to those that attended.

**Kickball Tournament Update:** Will be moved to September due to weather in July.

**The Buzz:** N/A

**2024 Training Hours:** Must be Main Street, Econ Dev, Tourism, related. Correction from being respective industry related. Because it is a planning year, the Strategic Planning Session set for November may be able to be used as training hours for the board. Jennifer will follow up and find out.

**Strategic Planning (Nov 2024):** All present board members agreed that Nov. 2024 would work for Strategic Planning Session. This will be a one day meeting and will take the place of the regular Main Street Board meeting. This is necessary to maintain state designation and create a work plan for the next two years.

**Independence Day Celebration:** We are up to over 50 vendors and 13 food trucks. Train Rides, Petting Zoo, Mechanical Bull, Bounce Houses. Director Price showed the board the flyer that went out in water bills. We hope that this helps the event gain more exposure. We are also already receiving sponsorships for this event and hope that this event will continue to grow organically each year.

**Billboard Update & Promoting Main Street/ Downtown:** Council did vote to discontinue the contract with Trailhead Media and forego the two current billboards on I75 – Exit 32 and Exit 37. Director Price was able to partner with the Valdosta Lowndes County Tourism Authority to pay for half of the related expenses. These billboards provide Hahira with nearly 500,000 views each week. To remain on the interstate was crucial for tourism dollars for our downtown. Because we are to lose these spaces, it is critical that everyone continue to share the good news about Hahira and the local business owners. The contract expires June 30th. If you are a local business owner, you are encouraged to attend your City Council meetings monthly and also reach out to your elected officials.

 **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- All current members are Main Street 101 certified except for new board members who have been provided the information to complete the training.

Volunteer Opportunities- Director Price 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.

***Updates of Events:***

**Main Street Market**

 **July 27th, August 31st, Sep 28th**

**june Book Social – May 30th**

**Independence Day – June 29th**

**Back to school supply drive – August 31st**

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

Meeting adjourned at 9:46 AM by Jamie Parr

Prepared By:  Jennifer Price