

**Main Street Board Meeting – November 9, 2020 M I N U T E S**

**Call to Order**: The regular meeting was called to order was by Morgan Davis, Main Street Vice-Chairman, at 9:37 AM.

**Attendance Report:** Board members present were Leanne Griﬃn, Morgan Davis, Madison Trotter, Josh Owen, and Meagan Crawford. City representatives included Main Street Director, Jennifer Price.

**Approval of Minutes:** A motion to approve October meeting minutes was made by Madison. Seconded by Morgan.

# Old Business:

Graphic Designer Updates/Branding: Three banner choices have been presented. Madison suggested waiting until we had a full board. Leanne 2nd that motion. Board approved to wait on official voting of branding until a full board has been gathered.

Mural/Selfie Spot Update: This has been approved and will go in the alley between Tin Bucket and The Looking Glass. Painting and prepping will begin this week.

National Register Updated: We have been approved at State Level and is in Washington D.C. for National Level and approval.

Text AP for Hahira Happenings: Already have fifty people signed up for the app. One text has already been sent out.

Volunteer Hours Update: Jennifer did receive clarification on this. Monetary donations will not be in lieu of volunteer hours. If you sponsor an event and participate in it then that will count towards volunteer hours. Everyone is mandated to volunteer a minimum of 5 hours. Jennifer believes this is a good minimum number to maintain even when bringing on new board members. Anything more than 5 might be cumbersome for some members.

Third Thursday: Todd Pritchard with HPD is asking State Senator Kelly Loeffler if she would be willing to participate in this month’s event on 11/19.

# New Business:

Holiday Open House- Morgan stated this went very well and had a good turnout. Suggestion was to have music downtown at The Depot in addition to music at the corner of Church and Main. Megan suggested that her and her husband could monitor that speaker for our events.

Third Thursday Art Walk: There are 7 to 8 artists signed up for the Art Walk. It is free to the artists and they will be selling their artwork at this event. HBS encourages all small businesses to stay open a little bit later for Third Thursday. If this goes well then, we might have it quarterly through the year. This is a free event.

VLPRA Movie: This event has been rescheduled again for 11/20. Maleficent the movie will be shown that night at the North Lowndes Park in the industrial park.

SBS 11/28: There are already a good bit of people signed up to participate in Small Business Saturday. The link is open to order the American Express swag for that day. Prizes have been donated for that day and this will be the last Farmer’s Market for the year. Hahira will be signing up for the swag and Jennifer encourages small businesses to do the same. Morgan will be putting the link in the DLD Facebook group.

Elijah Ride Concert 12/4: Megan has volunteered with her husband to manage this event in lieu of Jennifer’s absence. This is a Christian Rock Band, it will be free for the community, and will be from 7-9 pm. The city will be paying a small fee for sound.

Tree Lighting Celebration 12/10: There will be no carolers or children’s choir due to COVID. Lloyd Carter is providing a Christmas DJ mashup to play that night. There will be Christmas Wish ribbons available and a take home craft of an ornament. Walter Byrd will be there with his horse and carriage for rides. Jennifer is looking to have food vendors downtown that night as well. Morgan will be working with Jennifer to decorate for Christmas by the first week of December to prepare for the lighting.

Merry Main Street Market, Crafts with Santa 12/12: Merry Main Street Market will be from 9-2 and is open to all vendors. Kelly Barr will be hosting Crafts with Santa from 3-4:30. This is also a free event.

Parade, Christmas Movie 12/12: Parade starts at 5:00 pm. Christmas movie will be The Grinch. That will be shown at 7:30 at The Depot.

Window Decorating Contest: All Hahira businesses are welcome to participate and must be decorated by 12/1. There will be a two-week voting period by the community. First place business will receive $300, second place will be $200, and third place will be $100. The business must let Jennifer know if they are participating.

Special Guest- Diane Lang: Diane owns the multiple buildings in the downtown area. She presented some marketing ideas for Hahira such as having a Hahira Small Business website used specifically for all businesses in Hahira. This will show advertisements, calendar of events, and photos of events. This website should link back our YouTube channel, links to merchant website or Facebook page. Diane stated that using google ads or Facebook ads does not allow for controlled audiences. Diane also suggested that businesses reach out to Google and update their information. Diane also suggested we reach out to VSU and their music program about having the orchestra or other musical students to participate in our events.

# Main Street Update:

Updates of events-

Farmers Market: Still going strong and the last one will be 11/28.

Friends of Farmer: Huge turnout for October. Will be having one each month from January-March.

Paint a Pumpkin: Huge turnout with over 100 pumpkins painted and close to 300 people who attended.

Virtual Halloween Costume Contest: Winners have been advised to go to specific business to pick up their prize. Will work on getting a bigger turnout for next year.

Merchant Meetings on Tuesday following MSB meeting: This meeting will be held at Daylight Donuts tomorrow morning at 9:30.

StoryWalk: Nominated for a Visionary Award.

Book Club: Nominated for a Visionary Award.

Scavenger Hunt: Megan is working on this again and will have something put together by 12/1. This will be based by the Little Library downtown.

Introduction of Businesses on Facebook: This will begin in January.

# Next Meeting: December 14 at 9:30 am at the Courthouse

# Adjourn: Meeting called at 10:53 by Morgan and 2nd by Josh.