



Main Street Young Harris Board Meeting Minutes 3/19/2024

Draft until Approved

Present: Dana Dockery, Dana Cable, David Sanford, Gwen Betti, Aaron Lovitz, Chris Manfready, Rosemary Royston MS Director

Absent: Michelle Barnard, Charlie McClure

Visitor: Ashley Hartzell

Main Street Director Rosemary Royston opened the meeting at 6:30 pm.

Old Business:

The 2/20/2024 minutes were reviewed. Dana Cable made a motion to accept the minutes. Chris Manfready seconded. All approved.

Informal **pop up event** ideas were discussed:

*Dana Cable shared the idea of a monthly movie night. She has all the equipment and the City of Hiawassee will donate their blow up screen to the City of Young Harris. Movies would be coordinated with Mountain Regional Library for permissions/copyright issues. Dana will talk with Ann Lewis, Director of MRL, to discuss this. If the weather is nice, movies could continue into October and December. An opening family friendly movie that features a dog and community building was suggested by Gwen, "Because of Winn Dixie."

*Rosemary suggested a Meet & Greet for new folks in the area, based on an encounter she had with a couple who are not involved in church or in the bar scene. After discussion, the group agreed on the idea that Chris proposed – Game Night – a BYOG (Bring Your Own Game) where folks show up at a central location, bring their favorite board game, and begin playing. Those present would wear nametags, and the event would be informal. Rosemary offered to see about the possibility of renting the space at the Masonic Hall.

*5K Race/Run; Fun Run for Kids. David shared that the run previously held at Crane Creek was a large success. The run could be outsourced to a group who does these regularly (Dana shared contact information). Not only could there be a run, but hiking trails could be incorporated into the event or future events.

It was also discussed that a Pop Up at the Pavilion would be a good idea. A set day of the month could be put aside for vendors who sign up to sell their products. Advertising would occur, and attendance may be slim at first, but it has the potential to grow as people become accustomed to the idea.

It was mentioned that the City needs a Community Bulletin Board or such downtown to advertise all upcoming events. Outside of Cable's was offered as an ideal location.

Rosemary will share these ideas with the Mayor and bring feedback to the April 16th Board meeting.

New Business:

Officer elections, Bylaws – the group wants to move forward on selecting officers. It was decided that between now and the April meeting that Rosemary will send out a survey, allowing folks to nominate themselves or others for the positions of Chairperson, Vice-Chair, and Secretary. Once the names are gathered and any who wish NOT to be an officer are culled, these names will be presented in April for an official in-person vote. Officer positions were reviewed with the group as they stand in the current draft of bylaws, which the City Council will receive again at the April City Council meeting. As for the bylaws, Rosemary has added the Mission and Vision to the existing draft. Since we now have 9 members (the max), she will add language to show staggering terms for the initial board so that everyone does not rotate off at the same time. The Board decided to have 4 one-year terms and 5 two-year terms for this initial board. After that, all terms are for 2 years, and may be renewed after that year.

Main Street 101 Training – Rosemary has asked for a total of 9 logins from DCA, and once those are paid for, each member will have a login to take training online.

Transformation Strategies – Rosemary asked members to share their top likes of Transformation Strategies as found in the *Community Transformation Strategies Workbook*. The following three were shared: Community Serving, Arts & Entertainment, and Placemaking. After discussion, it was agreed that Placemaking actually encompasses parts of Community Service (economic development) and Arts & Entertainment (existing signature events) and is fluid enough for the Board to define its parameters as it pertains to downtown. The group decided to embrace Placemaking, and Rosemary stated that a planning session would be the next step, along with sharing the Work Plan template.

GA Cities Week – Rosemary reviewed the existing events: Enchanted Spring Fling, Meet & Greet City Council & Staff, and the Rotating Art Reception. She asked everyone to attend as their schedules allow and wear their name tags.

As for the outstanding day of Thursday, April 25, Rosemary suggested trash pick-up, fire safety, and the spring cleaning idea that Aaron initially proposed. The board decided that they would like to host vendors at the Pavilion from 5-7 pm, specifically vendors who can help with spring cleaning a home and property. This would include arborists, lawn care, housecleaning, gutter work, HVAC, plumbers, exterminators, and fire safety. Gwen will either speak or create a fire safety brochure, and Aaron and Rosemary will work on contacting vendors that are licensed to be present. The board also shared that having a food truck present may draw in folks, too.

Closed Session – Visitor Ashley Hartzell, having visited this month and last month, submitted her application to be a Main Street Board member. She stepped out of the room while members discussed

her application. Dana Dockery moved to approve her application, and Gwen Betti seconded the motion. All approved. Ashley returned to the room and was greeted with a warm welcome to the Board.

The next meeting of the Board is Tuesday, April 16, 2024, at 6:30 pm.

Meeting adjourned at 7:40 pm.