

Canton, Georgia

*110 Academy Street
Canton, Georgia 30114*



Minutes - Final - Final

Wednesday, May 5, 2021

5:30 PM

110 Academy Street

Canton Main Street Board

1. Call to Order

Attendees: Irene Stout, Erick Garrison, Brandy Rousselle, Jeff Brown, Sharon Ware, Ray DeLuca, Jack Shampine, Billy Peppers, Sandy McGrew, Velinda Hardy

2. Approval of Agenda

- *Motion: Erick*
- *Second: Sharon*
- *Yays: Unanimous*

3. Approval of Minutes from April 7, 2021**A. Canton Main Street Board Draft Minutes - April 7, 2021 - Attachment 3A**

Attachments: [Minutes - Canton Main Street Board - April 7, 2021](#)

- *Motion: Jack*
- *Second: Jeff Brown*
- *Yays: Unanimous*

4. Approval of Financials

- *Motion: Brandy*
- *Second: Erick*
- *Yays: Unanimous*
- *There was discussion regarding a line item on the budget for outside services. It was explained that funding from tourism was returned since we did not proceed with the New Years Eve event*

5. Organization Reports**A. Cherokee County Historical Society**

Jeff Brown shared there was a great turnout for Derby Day. The History Cherokee Museum groundbreaking is tentatively scheduled for the third week in June.

B. Canton Tourism

Velinda shared the Visitors Center, located within the Canton Theater, will be open Friday noon - 5pm, during First Friday outside along the sidewalk and Saturday from noon-5.

C. Downtown Development Authority

Mr. Peppers reported that 5 qualification packages were turned in for the Jones building.

D. Cherokee Art Center

No report.

6. Old Business

A. First Friday

Velinda reported everything is on schedule. She thanked Jack for volunteering in the Rock Wall area. We need a few more volunteers for this first Friday. Ms. Hardy emphasized that there needs to be a Main Street board presence throughout the evening, especially in the Kids Zone area at the obstacle course and Rock Wall. The board was reminded to wear your MS name badge during special events. The Cruise-In will be back. Cars will begin parking in front of B. Loved and work their way up Main Street to the corner of Academy and Main. There was frustration expressed that business owners and employees aren't cooperating in moving their vehicles from Main Street on First Friday afternoons.

B. Farmers Market

It was reported that Market bags are in for the Farmers Market. Special thank you to Brandy Rousselle with Capital Recovery Corporation for sponsoring 700 bags that will be distributed throughout the market season. Market posters have been given to all Downtown businesses to promote the Market. The Market committee is optimistic about the 2021 season.

C. Downtown Canton Cash Mob

Velinda announced the 9th business, Practically Perfect Day Spa, was announced last week as a Cash Mob Business.

D. Market at Menagerie Update

Irene reported the Market at Menagerie was well attended. There was music and great vendors that will rotate from month to month. The schedule moving forward is to hold the Market at Menagerie the 3rd Saturday of each month.

7. New Business

A. Public Art

Mr. Peppers reported that City Council voted to allot \$10,000 to Main Street for Public Art. A Public Art Grant application has been created and will be added to the City website. Matching funds may or may not be required of the property owner. It will be requested that the mural remain for a determined number of years. Jeff Brown reported that HPC will not approve painting of brick. Other opportunities are available such as a vinyl material.

B. Farmers Market Sound Contract

Velinda received a contract from Speedy Productions for \$3000 (\$150/wk) for the Farmers Market.

C. 2021 Work Plan

Irene discussed that the board needs to revisit the MS work plan for 2021.

There was some discussion regarding Wayfinding signage and the best method or type of signs. Mr. Peppers shared that perhaps they should be attached to light poles, as he had seen in Greenville

D. Road Trip Training

Velinda shared an opportunity for a Mobile Main Street training road trip to Monroe and Madison, GA. It will be a day-long trip. The dates of June 8 or 21 were introduced to the board.

DDA 101 training has been offered to the Main Street Board. Interested members will report back to Velinda.

E. Board Member Introduced Items

No items introduced.

F. Next Main Street Mingle - July 14 - 5:30 pm - Practically Perfect Day Spa

It was reported the April Mingle at Menagerie on Main went well and was very well attended. Many new faces.

8. Adjourn

- *Jeff Brown motioned to Adjourn*
- *Erick seconded*
- *Yays: unanimous*