

**Main Street Advisory Board
Quarter 1 Meeting Minutes**

Date: Wednesday, January 17th, 2025

Time: 7:00 PM

Location: Central Depot – 316 Gaines St.

Attendees: Katherine Brooks, Samantha Wood, Celeste Elliot, Judy Griffith

Meeting Topics & Discussion:

1. Spring First Friday Concert Series (at the Depot)

Dates: March 1, April 5, May 3

Time: 5:30 PM – 8:30 PM

- **Music Lineup:**
The board discussed potential musical acts for each date. Katherine will schedule musicians based on their availability.
- **Food/Beverage Vendors:**
Vendor outreach is underway. Board members will continue to secure a mix of local food trucks and beverage providers. A finalized list is expected by mid-February.

2. Bikes and Bluegrass Festival

Dates: April 5–6

- **Logistics:** Event setup, street closures, and safety planning were discussed. City permits are in progress.
- **Volunteers:** A call for volunteers will be posted in February. Community organizations and schools will be contacted for support.
- **Marketing:** The board is working on a marketing strategy that includes social media, flyers, and local press. Promotional materials to be designed and distributed by March 1.

3. Easter Egg Hunt for Businesses

Dates: March 18–29

- **Business Incentives:** Participating businesses will be encouraged to offer small prizes or discounts. The board is considering a raffle for completed egg hunt cards.
- **Timing / Logistics:** Eggs will be distributed to businesses the week of March 11. A promotional flyer and map of participating locations will be created. Marketing to begin by March 1.

Action Items:

- Finalize music lineup for concert series
- Confirm vendors and logistics for First Fridays
- Begin volunteer recruitment for Bikes and Bluegrass
- Launch marketing campaign for both events
- Coordinate business outreach for Easter Egg Hunt

Next Meeting: 2nd Quarter