

Main Street Advisory Board

Quarter 2 Meeting Minutes

Date: Wednesday, April 17, 2025

Time: 7:00 PM

Location: Central Depot – 316 Gaines St.

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

Meeting Discussion & Outcomes:

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

Next Event: May 3, 5:30–8:30 PM

- **Attendance Evaluation:** Previous events showed steady attendance. The board discussed ways to boost turnout, including targeted promotion and expanded family-friendly activities.
- **Food & Beverage Vendors:** Emphasis was placed on involving more local merchants. A shortlist of vendors was created, and outreach is ongoing.
- **Summer / Fall Series:** The board agreed to extend the series into summer and fall. Katherine will draft proposed dates and themes for review at the next meeting.

2. Central Merchants Check-In

- **Business Incentives for Facades:** The board discussed possible new offerings or enhancements. Outreach to businesses will continue.
- **Collaborative Ventures:** Ideas included joint promotions, shared event planning, and cross-marketing.
- **Vacancy Assessment:** Board members are compiling a list to identify high-priority areas for activation or recruitment and lobbying town council for action.

3. Garden Club Formation

- **Meeting Times:** An initial interest meeting is planned for early May. Ongoing meetings will be scheduled based on member availability.
- **Streetscaping Plans:** Discussion included key beautification areas, such as planters, benches, and seating areas. Input from Garden Club members will help shape priorities.
- **Planting Procurement / Sponsorships:** The board is seeking local sponsorships to support plant purchases. Local nurseries and civic groups will be approached for donations.

Action Items:

- Finalize vendor list for May 3rd concert
- Propose dates and themes for Summer/Fall concert series
- Distribute merchant needs assessment survey
- Organize first Garden Club meeting and coordinate sponsorship outreach
- Compile updated business vacancy list

Next Meeting: Meeting in Q3 TBD