

Main Street Georgetown Business Association- Meeting of the Board of Directors
Minutes, February 6, 2018
Tidelands Health Community Center

Board Members Present:

Wendy Belser
Kathryn Kossove
Pam Toemmes
Lisa Haas
Andy Friedman
Tamela Walter
Ginger Gray
Wanda Rogers
Erin Angner
Hank Jones
Happy Wilcox
Michele Overton

Board Members Absent

Andrea Johnson

Others in Attendance:

Gloria Tinubu (Director of Economic Development and MS Manager)
Anita Crone (South Strand News)

Action of the Board

- Meeting was called to order by Andy Friedman.
- Minutes from 1/9/2018 were approved

Financial Reports

- The GBA Treasurer's Report prepared by Happy Wilcox was presented by Andy Friedman. The report shows a 1/9/2018 balance of \$3,316.37 when Happy took over the account from Ginger Gray. \$1,298.25 has been collected from 2018 membership fees. Other deposits/expenses were noted leaving a balance of \$5,748.67.
- Ginger Gray shared the MIP events fund should have shown a balance of \$1,550.52 instead of \$1300.52 for 1/9/2018. No funds have been added and expenses totaled \$689, leaving a balance of \$861.52.
- Lisa Haas reported that the DMO fund balance is \$20,406.88. Advertising expenses approved at the Jan. meeting have been paid. In March, Lisa will present additional advertising opportunities for Board approval.

Committee Reports

Design Committee:

Erin Angner shared the Design Committee's new or continued ideas for 2018:

1. Spanish Moss – continue adding to oak trees each season as it is culled from Brookgreen Gardens.
2. Landscaping – median work into city from Maryville side has been completed. We are proposing similar landscape design to existing landscape/city sign on Hwy 521 and proposing the addition of

landscaping to the area on the left at the base of the small bridge into Georgetown from Pawleys (it looks like it would be Jody Tamsberg property but after speaking with him we believe it falls into the DOT right of way.) This landscaping would coordinate with the existing landscaping in the left green space along the frontage road.

3. Three bids for banners have been submitted to the city – in the process of finalizing artwork

4. Front Street Planters – we would like to see the large green planters on Front Street be reduced in number and strategically placed to help with the aesthetic appearance of Front Street and the sidewalks. We would like to see the plantings coordinate in color and plant type. We would like help from the GBA -\$1500 to purchase, at wholesale cost, the plants and soil needed. Leslie Ayers and Jean Rothrock would choose the plants and we would work on a Saturday to install. We are estimating 20-25 planters (currently have 30 but some are broken). *A suggestion was made that perhaps Boy Scout/Girl Scout groups would be interested in getting involved in helping to maintain the planters. The trees on Front Street also need pine straw around them and the sidewalks need to be pressure washed. Andy said he would email Tim Chapman about the pressure washing and to see what the plan is for the old benches that were in Francis Marion Park, those that were replaced by the new benches donated by the Lion's Club.*

5. Design Committee is meeting with Paul next Monday, February 12 to request \$80,000 in the 2018 city budget. This matches the amount we have for 2017. This would help us continue with the landscaping upgrades and improvements at the entryways into the city.

6. We would like to work with city officials to improve on current standards, restrictions (or lack of) concerning the Overlay District.

Economic Development Committee:

Hank Jones shared that the Economic Development Committee will meet in February to complete the survey that will be given to business owners. Gloria Tinubu has a list of approximately 60+ vacant businesses spaces. Gloria is getting an intern who will help her compile the information as to where these spaces are located and the condition of the properties.

Music in the Park Committee:

Michele Overton reported that the bands are locked in for the MIP events that will be presented monthly on the 1st Friday from May thru September. The line up is as follows: May 4 -The Embers, June 1-Band of Oz, July 6 – The Tams, August 3 – Jim Quick, September 7 – The Shakers. In addition to the regularly scheduled MIP events, Jason Michael Carroll is scheduled to perform on June 21 in conjunction with the BASS Master Regional Eastern Tournament. 180 boats will be fishing in the tournament with 2 fishermen in each boat. The final cut to see who fishes on the last day, June 22, will be made on June 21. The County is asking if the fishermen in the 50 boats making the final cut could be admitted to the VIP section for the June 21 concert and possibly to the VIP Meet and Greet that sponsors will be invited to attend. The County would also like for the businesses to welcome these fishermen, maybe with discounts for them, marquees welcoming them, etc. Main Street SC will also be meeting in Georgetown at this time and the same hospitality needs to be extended to this group of approximately 20 people.

Michele also reported that people from Ohio and NJ have contacted her about attending the Jason Michael Carroll events and participating in the VIP events. She suggested that a fee of \$50 per person could be charged for individuals just attending the 1 event. Tamela Walter suggested that this opportunity be extended for all concerts.

Old Business

- **Main Street Partnership** - Gloria Tinubu presented the idea that the Main Street Project be expanded City wide. She feels it is important to engage more people and get representation from each of the 5 identified areas of the city. Each area would have their own core group and projects. Gloria asked to meet with the Executive Committee of the GBA Board to discuss how this expansion could work. Andy Friedman commented that there needs to be clarity on the structure for handling this expansion and that the GBA Board doesn't need to be overburdened with this task. Michele Overton pointed out that in discussions with Beppie LeGrand, Main Street SC Advisor, Beppie has always stressed that the Main Street Project needs to work with the core businesses to improve the areas that attract visitors to the downtown. The corridors leading into the City have also been identified as gateways that need improvements. Michele shared that our core group of downtown businesses is not that solid. Several Front St. businesses have closed within the past year. A date was not set for the Executive Committee to meet with Gloria.
- **TIF Proposal** – Andy and Gloria combined to explain the City's TIF Proposal. Gloria shared the City map identifying the 5 Economic Incentive Areas – Historic District, West End, Willowbank, North Highmarket, and Willowbank. Base lines taxes on businesses will be established. As the tax base increases and excess funds are generated, those funds would be spent in identified areas on specific projects that improve infrastructure and fund redevelopment. Projects such as cityscapes, drainage, flood gates, parking lots, walkways, etc. could be financed using TIF fund
- **Membership Enrollment** – Pam Toemmes reiterated to Board members to keep promoting the GBA and encouraging business owners/individuals to join.
- **Long Range Calendar of Events/Activities** – Lisa Haas shared a draft of a calendar she has put together. Events are color coded GBA meetings, BASS Master Tournament, MIP, Art Walk, Easter Egg Hunt, Holiday Party etc. The calendar will be shared on the GBA web page.

New Business

- **General Meeting Topics** – Andy has received requests from individuals wanting to speak at GBA General Meetings. For the Feb. 20 meeting Erin Pate, North Coast Director for the SC Coastal Conservation League, wants to speak on the topic of using less plastic and someone from the "Stop Off Shore Drilling" effort also wants to speak. Andy will set up guidelines for speakers and make sure they understand that the GBA is offering these topics as informational opportunities for our members. Speakers will be held to a time limit.
- **Events** – This agenda item was tabled until another date due to the length of the meeting.

General GBA Meetings

- Feb. 20 – The Cultural Council of Georgetown
- March 20 – The Sly Fox
- April 17 – The CCCA Club House
- Hosts are still needed for May through Nov. meetings

Meeting was Adjourned

Minutes submitted by Pam Toemmes