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**Main Street Board Meeting – January 8, 2024 M I N U T E S**

**Call to Order**: The regular meeting was called to order by Drew Duren at 9:34PM

**Attendance Report:** Board members present were Cindy Becton, Kelly Barr, Miriam Valcin Drew Duren, Christie Bassett by phone, Kayla Walker. City representatives include Main Street Director Jennifer Price, Main Street Assistant, Kayla Jewell

Not present: Elise Pierce

Review/Correction of Minutes - Minutes were approved – Motion Kelly Barr, 2nd by Drew motion carried unanimously.

**New Business:**

**2024 Initiatives/Program:** MSD Price stated that 2024 initiatives and events were available on the City of Hahira website: www.hahiraga.gov/events. MSB member Christie Bassett is going to send over 2024 Cotillion dates.

**Weekly Happenings Post:** We are continuing with the Weekly Happenings post as things begin to get going again for 2024. We are happy with the response we have seen from the community and board members. Please encourage business owners to send over up to date calendars as soon as those are available.

**Board member voting:** The Main Street Board will vote on two new board members to fill current vacancies. This voting is done anonymously and voting slips are given to MSD Price before the board leaves. The board will be notified after the meeting and the new member appointment will be on next month’s agenda. (February) Voting slips are kept in case anyone would like to review.

**Main Street Assistant Position:** Makayla Jewell was introduced to the board this morning. She will be working with the program and Director Price to ensure that this position works well with her current obligations and family.

**Old Business:**

* Switch to Six Training – Necessary for all board members to complete. This is part of a new reporting system to maintain program accreditation. Christie and Elise were both reminded to finish the training.
* Main Street 101- All current members are Main Street 101 certified.

Volunteer Opportunities- Director Price reminded the board of the volunteer opportunities available throughout the year. The Main Street Board is a working board and therefore we need everyone’s participation to make events successful. We are moving into 2024 event season, and we will need volunteers for a number of events. Please join the Hahira Hype Team Page:

**Hype Team Facebook Page:** This page has been created by Jamie Parr (former MSA) as a way to educate the community on volunteer efforts and what we are doing downtown. We have had some new members join since the creation of the page. We hope to continue to HYPE up Hahira, recognize our volunteers, and the great things happening in downtown.

Promoting Main Street Events –Director Price reminded the board to promote the Main Street events that are posted on social media. While we have over 15K followers, all members sharing the events means that they reach more people. Also, remember to share the initiatives of other board members and business owners. We are also here to support each other.

**Loyalty Cards:** We are hoping to have this initiative off the ground by the end of March 2024. (Previous meeting: Loyalty Cards – The Main Street Program would like to begin a frequent shopper Loyalty Card Program in 2024. This would be available to all businesses to participate. Information has also been posted in the Downtown Low Down group and we have received feedback from Blu Lily, Bee Little, Hahira Honey Hole, and Church Street Café. More information will be provided about this program in 2024.)

***Updates of Events-***

**January – October (exception of March and June) Main Street Market**

**Jan 27th**

**Feb 24th Annual Chili Cook Off & South Georgia Classic Car Club**

**April 27th**

**3rd Annual Father & Daughter Dance – Feb16th – 18th**

**5 sessions. Kayla and Cindy volunteered to help.**

**March 30th – Spring Downtown**

**Ask business owners to help with eggs!**

**Next Meeting: February 12, 2024  at 9:30 am at the Depot-**

Meeting adjourned at 10:07 by Drew Duren

Prepared By:  Jennifer Price