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**Main Street Board Meeting – November 13, 2023 M I N U T E S**

**Call to Order**: The regular meeting was called to order by Drew Duren at 9:32PM

**Attendance Report:** Board members present were Cindy Becton, Josh Owen, Kelly Barr, Miriam Valcin, Drew Duren. City representatives include Main Street Director Jennifer Price, Main Street Assistant, Jamie Parr, Councilman Davis.

Not present: Taylor Williams (resignation submitted at the start of the meeting), Elise Pierce, Kayal Walker

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

**New Business:**

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.

Christmas Parade Entry has been changed to a school supply item instead of a Toy. This will serve as our mid year supply drive that will be donated to our local schools.

WNO Review- Everyone was pleased with the turn out and did not receive negative feedback.

HOH Review - The Main Street Board discussed different ways to improve this event and decided that it may be best to give this event back to the downtown businesses and the Main Street Program support the businesses with this event. The event originally started as being hosted by the businesses and the Main Street Program would like to see it remain that way.

Veterans Day Parade – We are pleased with the support from the City of Hahira’s very first Veterans Day Parade. We hope to continue this tradition as a joint effort of the City of Hahira and the Main Street Program.

**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.
* Main Street 101- Reminder for all current board members to get this done.

Volunteer Opportunities- Jennifer 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 Fall events season and we will need volunteers for a number of events.

Promoting Main Street Events – Jennifer 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 by other board members.

***Updates of Events-***

Scarecrow Decorating Contest – October 13th – November 25th

November 25th – Small Business Saturday

December 4th – 31st – Parade of Trees

December 7th Annual Tree Lighting

December 8th – Mayor’s Motorcade

December 9th – Merry Main Street Festival and Parade

Crafts With Santa

December 4th- 31st – Annual Parade of Trees

Additional Input: Councilman Davis congratulated the board on a job well done in 2023 and reiterated that the program’s success is not possible without the board. Councilman Davis spoke on how important the program is to downtown Hahira and that each board member plays a vital role in that. Please continue to advocate for the community and the program.

**Next Meeting: December 11, 2023  at 9:30 am at the Depot-**

Meeting adjourned at 10:34 by Drew Duren

Prepared By:  Jennifer Price