MAIN STREET BOARD MEETING THURSDAY, JUNE 25, 2020 8AM ENTERPRISE CITY HALL MINUTES

The meeting was called to order at 8:06 a.m., by Cassidi Kendrick.

It was moved by Tammy Doer to adopt the agenda; it was seconded by Stacey \_\_; the motion carried.

Perry Vickers moved to accept the minutes of the Mat 2020 meeting; it was seconded by Stacey \_\_; the motion carried

Old Business.

Cassidi Kendrick gave a follow-up of the marketing analysis.

New Business.

President Chad Wester reviewed the list of appointed committee chairs and reported we are 90% complete. All committees should meet by the August Board Meeting, preferably by July 30, 2020. Send proposed date to Cassidi by July 2, 2020.

According to a recent article in The Ledger, sales tax revenues are steady and ticking upward. Mr. Wester stated that downtown foot traffic is up significantly. The problem lies in the supply chain.

Tammy Doer stated that beach traffic is up, evidence by a high number or out-of-state tags in the city. Continue to encourage people to stop through Enterprise en route to the coast.

Main Street Board Convention is being held in Monroeville, AL, August 19-21, 2020. Registration is $75. Board members are encouraged to attend.

Committee Reports

Chad Wester stated we need an overview of committee members.

Organization Committee drives membership with a goal to “recruit and retain.” E emailed the “Scope of Work” to those recommended for committee membership and acknowledged the challenge of finding a good meeting time. He requested Cassidi to attend the first meeting.

Design Committee. Shawna contacted 14 people regarding membership on this committee.

Economic Vitality. Cherryl P. reached out to potential members. The majority preferred to be more advisory role. All displayed excitement to be involved.

Promotion. Wendy reported 16 year-round members on this committee. Everyone is excited to serve on this committee. This committee requires everyone’s assistance.

Back to School Bash – July 17, 2020 – 4:30-9:00 p.m. It kicks off tax-free weekend. Social distancing must be maintained. The library will host pop-up area for businesses that offer after school activities to set up informational tables

Announcements

Enterprise Football Program. Contact them ASAP for an ad. Charlene Goolsby volunteered to pay for the ad for Main Street Enterprise.

Tammy Doer announced that on July 20, a mural with a “Camp Rucker to Fort Rucker theme will be painted on the old Second Hand Treasurers building downtown.

Kay Kirkland announced an opportunity to get a grant for projects.

Chad Wester emphasized that committees need to get to work now to show the community that we are functioning. Goal-setting is a big part of that.

The committee settled on a regular meeting day as the fourth Thursdays.

The meeting was adjourned at 9:07 a.m.