

MAIN STREET BOARD MEETING
THURSDAY, MAY 21, 2020
ENTERPRISE FARMER'S MARKET

MINUTES

PRESENT

Daphne Schleusner
Becky Hancock
Charlene Goolsby
Teresa Townsend
Cheryl Piccinini

Frank Zerbinos
Tammy Doerer
Shelia Harris
Shawna Lewis
Perry Vickers

Chad Wester
Peggy Contreras
Regena Lacey
Wendy Grimes

Cassidi Kendrick called the meeting to order at 8:17. She welcomed everyone and asked members to reintroduce themselves as this was the first time the committee had met in person.

All Board members present gave brief self-introductions.

Peggy Contreras moved to accept the agenda; it was seconded by Shawna Lewis. The motion carried.

The minutes from the previous meeting we presented. Peggy Contreras moved to accept the minutes; it was seconded by Charlene Goolsby. The motion carried.

Cassidi Kendrick gave a brief recap of the last meeting and her activities since the April meeting. She thanked members for connecting with assigned merchants in the Board to Business effort.

Cassidi Kendrick also presented the slate of officers for approval. Becky Hancock moved to accept the slate of officers; it was seconded by Peggy Contreras. The motion carried.

The Memorandum of Understanding with Main Street Enterprise and Main Street Alabama presented to the City Council was approved and it will be signed by May 31, 2020.

Reports

Promotion. Signs bearing the slogan "Keeping you safe while open for business" are posted in almost every downtown business and across the city. The poster is available for download at www.enterprisedowntown.org under the business development tab. The Mystery on Main Street is ongoing. Business spotlights on service organizations are being posted on Facebook. Girls Night Out in May is cancelled; will attempt to reschedule in the fall. Tax-free weekend is in July. The Bask-to-School Bash is tentatively scheduled for July 17, 2020.

Chad Wester stated that Whoville has to happen. Downtown businesses depend on it to survive.

He further stated that foot traffic is slow do to the pandemic. The Chamber of Commerce website and Downtown Enterprise website have posted reopening requirements; a slow approach is required to prevent another outbreak of the corona virus, which would lead to another shelter in place order.

Charlene Goolsby suggested a widespread public awareness campaign about where local taxes go so citizens understand why it is important to shop local (schools, security, etc.). Local newspapers should offer free publication for the effort. Councilman Perry Vickers stated that the city's next financial report will reveal how COVID-19 has impacted businesses and the city. If business websites are configured correctly, taxes will go back to the local economy. We should help businesses be "web ready."

Shipt is an Alabama-based company

We want to maintain a human touch. Shop safe at home (hometown, your house, etc.) The message we want to project is for everyone to feel safe—citizens, businesses, and constituents.

Design. The Engineering and Parks and Recreation departments have done a wonderful job with beautification. The Boll Weevil Monuments was decorated in blue for Autism Awareness in April and again decorated in blue in recognition of the 2020 EHS graduating class. There are also new flowers in the baskets and beds downtown.

Economic Vitality reports All About Art has opened the All About Art She Shed behind their store, in the old Signature Firearms location on College street.

No upcoming training opportunities.

DEBA meets the first Monday of every month. This month, it is on June 1, 2020 at 6:00 p.m., at All About Art.

Cassidi Kendrick informed the Board that the market analysis report will be presented on June 3, 2020, at the Enterprise Civic Center.

Announcements:

Board Chairman Chad Wester asked us to be aware of "shifting sands." In order to be successful as a committee, we must be able to build trust in our community. We need to be reasonable and responsible. Our focus must be on what's right in Enterprise.

Further, he stated that we must begin thinking strategically: How do we want Enterprise to look? What should committees look like? Which committee should you be on? Where/who are the people outside of this Board who should serve on these committees?

Next meeting is June 25, time and location TBA.

The meeting was adjourned at 9:35 a.m.

