



Main Street Advisory Board Meeting Agenda
Thursday, March 26, 2026, 9:00 AM
City Administration Building
300 Henry Ward Way, Suite 100, CVB Conference Room,
Gainesville, GA 30501

Call to Order (Chair):

Organization:

- A. Approval of Minutes
- B. Review of Board Requirements and Training Requirements
- C. Review of By-Laws
- D. Review Strategic Objectives:
 - 1. **Placemaking Design:** To make Downtown Gainesville more unique, inviting, and visually appealing in order to increase foot traffic.
 - 2. **Arts and Entertainment:** Increase a diverse population of people to eat, shop, and play downtown; drive new business investment and community partnerships.
 - 3. **Tourism:** Tourists spend money, and Gainesville has several unique destination activities that drive people to stay and play downtown.

Economic Vitality:

- A. **2026 Work Plan Review**
 - 2025 Wins
 - 2026 Annual Events
 - 2026 Main Street Goals for Board Discussion:
 - Google Map of Public Art Locations
 - Downtown parking communication
 - Social Media Campaign Ideas
 - Facade Grant Revamp Ideas
 - 2026 Science on Main Street Events
 - 2026 Member Merch Ideas (new members; christmas gift)

Annual Events:

New Business / Public Input:

Main Street Gainesville Contacts:

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