



Main Street Advisory Board Meeting Minutes

Thursday, March 26, 2026, 9 a.m.

City Administration Building, Suite 100 CVB Conference Room
300 Henry Ward Way, Gainesville, GA 30501

Present: Pamela Williams-Lime, Jill Ledford, Abigail Guzman, Lila Westmoreland, Karen Diaz, Nicole Parham, Andrew Elliott via Phone

Absent: Connie Rock, Claude Tatro

The meeting was called to order by the Chair, Pamela, at 9:15am. A motion was made by Lila to approve the January minutes as presented; motion seconded by Abigail, approved unanimously.

The board reviewed requirements and training expectations, with discussion led by Nicole, noting that she would set up Main Street 101 training for new board members. Updates regarding board membership were shared, including Claude Tatro's recent resignation due to health concerns, Eliana's open seat since December 2025, and Connie Rock's seat being available whenever we find someone to fill it; she's still a resident and willing to attend when she can, but no longer owns a business downtown. Discussion on potential board members to consider, including Aimee Hoecker with Downtown Drafts, Cori Salter with Atlas Pizza, Sybil Norwood with Flourish Ultrasound Studio, and Gregg Venable with Draaw Studios, out of Thrive Co-Working. John Nicholson with the Uniform Shop, Patti Lawson with The Favorite, or Tracey Waggoner with The Iron Rose were mentioned as possibilities to fill the 'retail' gap when Connie leaves. Nicole shared she would reach out to each and share about the board and invite them to apply.

A review of the organization's by-laws was conducted. The board then revisited its strategic objectives. Under Placemaking Design, discussion focused on enhancing Downtown Gainesville's uniqueness and visual appeal to increase foot traffic, with ideas such as placemaking and community events. For Arts and Entertainment, emphasis was placed on attracting a diverse population to eat, shop, and engage downtown, as well as fostering business investment and partnerships in various arts institutions, public art, and art-related programming. In Tourism, the board noted Gainesville's unique destination assets and confirmed the importance to continue encouraging visitors to stay longer and spend more.

The 2026 Work Plan was reviewed. The board celebrated 2025 wins, highlighting accomplishments such as winning the Georgia Downtown Association's Downtown of the Year. Planning for 2026 annual events was discussed, including the continuation of July First Friday on the Midland Greenway after the inaugural 2025 move being a success to include fireworks.

The board engaged in discussion around 2026 Main Street goals, including the development of a Google Map of public art locations, improving downtown parking communication, and generating social media campaign ideas, planning Science on Main Street events, and brainstorming member merchandise ideas.

Nicole expressed the need to explore façade grant program enhancements, as we haven't had as many applications in recent years. The thought is that \$1,500 just isn't enough money to warrant dealing with the process of the application, being as most projects easily touch over \$10,000 even for a mural or awning. Nicole confirmed the budget has \$6,000 total to utilize for grants, encompassing both facade and event matching grant programs. After discussions, the idea to increase the facade grant amount to \$5,000 was made. This would still allow up to \$1,000 for event grants, but hopefully increase the productivity of facade improvements. A motion was made by Pamela to increase the grant amount to \$5,000, keeping the fiscal year pool of dollars at \$6,000 total. Lila seconded; the board unanimously approved. Nicole will edit the grant form and present it back to the board for review at our next meeting.

No new business or public input, the meeting was adjourned at 10:07am.