



**TO:** Main Street Board of Directors  
**FROM:** Alexandra Cramer, Planner/Project Manager  
**DATE:** April 14<sup>th</sup>, 2025  
**SUBJECT:** Staff Report

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**STAFF REPORT**

**1. Streetscape Construction Update**

- a. Construction is ongoing on the west side.

**2. Gesin Lot**

- a. Staff met with Mike Scholl from Ayres Consulting to discuss a development roadmap for the Gesin Lot. We are in discussions with doing a presentation to the BOT on his findings. Staff will update the MSBOD on when this presentation will be.

**3. Ornaments**

- a. Michael Hussey has provided the MSBOD with a draft for the 2025 Ornament.

**4. Training Update/Reminder**

- a. Alert Staff of any trainings you feel are relevant.
- b. DOLA Main Street Program provides monthly trainings online.
- c. Main Street NOW 2025 was held on April 7-9<sup>th</sup> in Philadelphia, PA. Carrie, Brandon and Alex attended the conference.

**5. 2025 Q1 stats are being submitted to DOLA on 4/14/25.**

**6. HAB Update.**

- a. The HAB is conducting a Coloring Contest during the month of May with the K-5 students at Running Creek Park Elementary, Singing Hills Elementary, and Legacy Academy.

**7. Town of Elizabeth - Façade Grant**

- a. Façade grant awards for the first round of 2025.
  - i. \$4,500 – 122 Main St
  - ii. \$2,000 – 188 Main St
  - iii. \$1,000 – 392 Main St
- b. There is no remaining money in the budget for a second round in 2025. The Façade Grant Program Committee will be requesting funding from the BOT.

**8. Locable**

- a. Staff is updating all business pages on Locable. Staff has posted on social media inviting all businesses to have a page on Locable.

**9. Main Street Mural**

- a. Staff is working with the IOOF building property owners and Some Girls and a Mural for this project.
- b. The muralist are in the process of designing three options for consideration.



**10. Main Street Promotional Video**

- a. Through DOLA Main Street, each Main Street program is being given the opportunity to participate in their own promotional video. We are working with Slate Communications to put together a 5-minute video featuring our Main Street and its businesses. We will be filming on February 21<sup>st</sup>, and will have a draft by May.
- b. Slate Communications completed filming on 2/21. Our interviewees did great and Slate got some good footage of all the businesses on Main Street.

**11. Main Street Flowers**

- a. Staff is working with Marjorie Engle on getting flowers for the Main Street. We are waiting to hear back from the Elbert County Gardeners on their participation. This may take form in providing flowers to Main Street businesses rather than going in to the new planter boxes along the streetscape.
- b. CD Staff, Public Works and Town Administration are working together on the landscaping details for the new planter boxes.

**12. Main Street Parking Lot**

- a. The site plan for the parking lot was approved by the BOT on 2/21.
- b. The RFP for this project is out.

**13. MSBOD Stampede Booth**

- a. Please sign up for a timeslot on the Google Doc sign-up sheet for the booth at the Stampede on 6/6, 6/7 & 6/8. Reach out to Staff for any assistance.

**14. Main Street Networking Event**

- a. This year's networking event is on May 15<sup>th</sup> from 5-7pm at EBC.
- b. We are utilizing the Elizabeth High School's catering class to provide appetizers and desserts for the event.
- c. Staff is meeting with the Chamber of Commerce to collaborate on this event.

**15. MSBOD & BOT Workshop**

- a. The MSBOD is scheduled for a 6-7pm workshop with the BOT on July 22<sup>nd</sup>.
- b. This will provide an opportunity to discuss the board's vision moving forward with Main Street programming efforts, archway consideration, and any other initiatives.