

The logo for the Georgia Department of Community Affairs. It features the word "Georgia" in a brown serif font, followed by "Department of" in a smaller, lighter brown sans-serif font, and "Community Affairs" in a large, bold, brown serif font. To the right of the text is a green line-art graphic of a city skyline with several buildings of varying heights. Above the word "Georgia" is a small graphic of a green leaf.

Georgia[®] Department of Community Affairs

March 20, 2024

To Whom it May Concern:

We are writing to formally notify you of the probationary status of the Stone Mountain Main Street Program for the current year. This decision has been reached after extensive deliberation and assessment of various factors affecting the program's performance. It is imperative to underscore that placing the Main Street Program on probation is not punitive in nature; rather, it presents an opportunity for us to address specific challenges and enhance the program's overall effectiveness. Throughout this probationary phase, it is our intent to work closely with all stakeholders to pinpoint areas for improvement and implement corrective measures where necessary.

The primary factors contributing to this decision are listed below. It is essential that the issues identified are addressed satisfactorily for the program to be removed from probationary status in 2025. Please keep in mind that for any designation, at any level, it is imperative the Stone Mountain Main Street staff adhere closely to the requirements outlined by both Main Street America™ and DCA's Office of Downtown Development.

Items for Remediation:

- **Late Submission of Mandatory Manager Survey:** The 2024 Main Street Network Annual Salary and Program Survey was submitted beyond the designated timeframe.
- **Main Street 101 Training:** It has been noted that Kayla's Main Street 101 completion date is missing in the Self-Assessment. Completion of this training is an essential requirement for the new manager's role.
- **Board Member Training:** In alignment with our Memorandum of Understanding (MOU), each board member is expected to undertake 2 hours of training annually. We encourage you to focus on Main Street/DDA related trainings to enrich their understanding and contributions towards enhancing downtown's vibrancy.



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- **Dropbox Submission:**

- Board Roster Updates: Please update your Board Roster to include the Main Street 101 Completion date for each board member. This information is vital for ensuring all members meet our training standards.
- Program Budget: For future submissions, a detailed program budget highlighting revenues and expenses will be required. This documentation is essential for comprehensive program evaluation.
- Meeting Minutes Documentation: The December meeting minutes are yet to be uploaded to the "Board Meeting Minutes 2023" folder. Timely submission of these records is imperative.

Please be aware that probationary status is reserved for programs that are in need of small-scale remediation measures. Programs who are unable to address the issues identified for remediation may either remain on probationary status for an additional year, shift to a lower designation tier, or face removal from the Main Street program. With that being said, our office is committed to supporting you through this probationary period and we encourage you to reach out if further assistance is needed.

Please find the attached form for acknowledgement of the receipt of this letter. We ask that you sign and return this document to ellen.hill@dca.ga.gov within the next 30 days. A copy of this document will be placed in your program's Dropbox folder for record keeping purposes.

We value the pivotal role of the Main Street Program in fostering economic vitality and preserving your community's heritage. Through proactive collaboration, we are confident in your ability to navigate obstacles and position the program for sustained success and longevity.

Sincerely,
Georgia Main Street Staff



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