



Downtown Brunswick Mainstreet Alliance

Meeting Minutes

Tuesday, September 5th, 2017 – Mainstreet Alliance

In attendance: 8:30 AM – 10:00 AM: Rick Hindrey, Harvest Hale, Susan Molnar, D.P. Alford
6:05 AM – 6:45 PM: Rick Hindrey, Sharon Hindrey, Harvest Hale, Cathy Hudson

Introduction

How the Mainstreet Alliance Works

H. Hale discussed the Information Packet of the Mainstreet Alliance and its functions. This included briefing through the R.S.V.P. and the relationship between their program, Mainstreet Alliance's goals, and how this organization can fulfill those roles.

Volunteer Programs

Event Planning

Christmas Ornaments

Designs for ornaments were discussed. R. Hindrey suggested opening the voting to the public. Both meetings agreed. S. Hindrey brought up different methods of spreading the word through social media, newspapers, hand flyers at downtown businesses, and coastal illustrated. H. Hale agreed to get pictures of the three buildings previously agreed to vote between – Sydney Lanier House, First Methodist Church, and Glynn Academy Annex Building and then send out ads for voting.

Food Truck Festival

Morning meeting selected the date of October 13th for a food truck festival. S. Molnar agreed to help get more food truck vendors. H. Hale will continue with entertainment and sanitation. Bar None Vending's original participation was discussed. It was agreed to extend an invitation to continue participating but nevertheless continue with the date. R. Hindrey will reach out to L. Hamrick of the Brunswick Blessing of the Fleet to look at profits for charging drinks. S. Molnar suggested a duck race and other activities to raise Mainstreet Alliance Funds. H. Hale has been keeping contact with Young American to perform for the event.

City Beautification

YAY Brunswick

Both meetings agreed that adoption a street would be in the Mainstreet Alliances Interest. S. Hindrey mentioned a need for Mainstreet Alliance Shirts for the event. H. Hale suggested there be a group dinner downtown after each clean up. Scheduling a clean-up date will be reserved until shirts have been ordered.



Tree Planting

Tree planting and street beautifications from the R.S.V.P. were discussed. H. Hale brought up the 99 trees project in honor of the 99 ships built in WWII, and the proposal from G.I.F.T. to donate trees for bump outs at the Gloucester and Newcastle intersection. H. Hale will keep in touch with M. Lancaster of G.I.F.T. to discuss funding, the bump outs, and planning for the 99 trees dedication.

Community Outreach

Mapping Downtown

Both meetings agreed that a hand drawn map would be attractive for the city. It was also agreed that it would be ideal to have three separate maps: Restaurant, Retail & Business, and Historical walkabout for the "Architresures". D. Bassett agreed to send historical information she has regarding downtown for the project.

Bike Trails

R. Hindrey agreed to handling the trash, recycle, porta potties, and discussed composting opportunities with the Farmer & the Larder for the East Coast River Relay Event. R. Hindrey added connecting with the bike shop and immediate marketing as a must.

Community Garden

The Mainstreet Alliance will volunteer with HIS Ministries community garden once a date has been posted. It was suggested to make a closed Facebook group for the Mainstreet Alliance members to communicate with updates, including the community garden. H. Hale will be undertaking this.

Social Media

Connecting with businesses

H. Hale discussed the importance of keeping relationships with downtown businesses. The Mainstreet Alliance agreed to get connected with the locations they frequent to help promote those businesses in future marketing endeavors and seek out other ways that the Mainstreet Alliance can be a benefit to them.

Grant Approval

Both the Golden Isles Arts and Humanities and Alpha Design Associates have been approved for their grants. \$700 and \$400 respectively.

Future applications would include what 3 things would businesses like to see the Mainstreet Alliance do in the community.



Features

Businesses have been selected for the months of September, December, and January.

Updating benefits and future applications

Morning meeting suggested pop-up mentioning for all Mainstreet Alliance businesses as well as having an article written for them when businesses have unique activities. S. Molnar suggested that the future brochures highlight Mainstreet Alliance businesses. The evening meeting seconded these suggestions.

It was agreed that the discounts of future cards will be no less than 20% in value. Both businesses and volunteers will pay more into the program, given that the Mainstreet Alliance is able to offer more benefits throughout its current year.

Both committees agreed to the future meetings remain at 8:30 AM and 6:00 PM during the first Monday of the month at Old City Hall. The next meeting will be September 4th.