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## Main Street Advisory Board Meeting Minutes

**December 15, 2022 – 6:30 p.m.**

**Attendance:** Kimberly Lunn, Leon Jackson, Chandra Johnson, Mary-Ellen English Kiszka, Cristina Torres.

**Staff and Visitors in Attendance:** Kc Krzic, Andrew Simpson, Hilda Henriquez, Justin Sells.

On Thursday, December 15, 2022, the Hampton Main Street Advisory Board (MSAB) held its monthly meeting in person at the Depot. The meeting was called to order by Mary Ellen, at 7:20 p.m.

The Minutes of the previous meeting on December 1 were reviewed. Kim motioned to approve the minutes and Leon seconded. The vote was unanimous.

### **New Business**

New board appointments.

- a. Ms. Delanie Walker. Representing Hampton Youth Council.
- b. Ms. Chandra Johnson. Owner of Reggae Vybz.

Kc confirmed that the new board appointment were ratified by city council on Tuesday December 13.

Kim made the motion to accept them as official members and Cristina seconded. The vote was unanimous.

Grand Openings. Andrew discussed the following grand openings and asked when possible that the Main Street board attend.

Locs N Tresses Grand Opening, December 16<sup>th</sup> at 3pm.

Creative Flipping Boutique, January 6<sup>th</sup> at Noon.

Big Eatz, January 10<sup>th</sup> at Noon.

Passport to Christmas was discussed and Cristina said she had several cards at her store. Andrew will collect them on Monday December 19.

Main Street 101 online. Kc would like the Department of Community Affairs to come down. Only Leon has completed the Main Street 101 Training. The goal is to have everyone trained by March. Kc asked that everyone start thinking about setting aside a time to take the training.



## **Main Street Director's Review**

Cookies with Mrs. Claus December 3. Review. Mary Ellen said the event was awesome. Cristina stated that there should be more piping bags. Kids put the whole amount of icing in the piping bag on the cookie. Cristina had great interaction with the children. Mary Ellen loved aprons. Leon said that her girls loved it. Miss Mitcham as Mrs. Claus really liked it from the feedback received by Kc.

Christmas Parade and Christmas Downtown Events December 10. Review. This was discussed in the volunteers meeting. A brief synopsis of the meeting was as follows:

1. Parents should be informed by the person completing the application and entering the parade that dropping children off is not allowed. They should be walked to their float/vehicle location.
2. Parade line up should continue to be marked by letter and number so entrees can find their spot.
3. Parade applications should specify the amount of vehicles they are bringing with them and keep to that number.
4. There were bottle necks and these should be resolved by the next parade.
5. The parade route should be one way when lining up the parade entrants.
6. More use should be made of the bus drop-off area at Hampton Elementary School as there was enough room for at least one more row of entrants.
7. There should be at least 12 volunteers for the parade and the radios were very useful.
8. Police officers (2) should be stationed at the front of the parade and the rear of the parade to prevent unauthorized vehicles and people in the parade staging area.
9. From the footage there were clearly at least 2 vehicles if not more were not registered but were in the parade.
10. The parade application said that there should be no one arriving before 4pm but there were entrants arriving by 3pm.
11. The end of the parade did manage to get through the railroad crossing but there was about 30 seconds between the last vehicle crossing and the barriers coming down.
12. Concern was expressed about children running in front of the vehicles especially the wreckers.
13. Candy was thrown by at least 2 of the participants even though all participants were notified that this was forbidden.
14. There was a gap at one point between the front of the parade and the rest of the participants.
15. The Santa/Elf hats and safety vests were very useful in identifying those that were stewarding the parade.
16. Banners will be suggested in future years in providing identification for those walking groups.



**Committee Reports** *Four Committees, One Vision! Hampton's Historic Business District is the heart of the community, where unique and exciting businesses flourish through Historic Preservation and the past has a future.*

**Organization Committee:** Glendora Dvine was absent.

**Promotions Committee:** Kim Lunn. Kim is excited about the future direction and brought Justin Sells who provided examples of Main Street Hampton logos in graphic design. Phenomenally great person. Kim went to McDonough and liked their tagline keep McDonough weird. We need something similar for Hampton. For example, it is "Happening in Hampton." It reflects What's happening. What is going on. Kim says is important to be on the its happening bandwagon. She would like to have HBMA to be running with Main Street. It is a great promotion tool. We have a new branding coming but don't know much about it. Kc said that the branding is not moving along fast. Kim is also looking to bring in people from the community. People moving into Hampton will be seeing events in a positive way. Hilda, Justin, and the businesses have promotional ideas. There are suggestions to bring back ladies' night and movies night. There is the possibility that Hampton Elementary School could share the cost. Justin introduced himself and has been living here for 5 years in the condos above Rutabaga's. Savannah has done branding the best. They grow and change but keep their historical vibe according to Justin.

**Design Committee:** Leon Jackson. Nothing to comment.

**Economic Development Committee:** Christina Torres. Kc has something to add. We will talk after the first of the year. The Downtown Development Authority has bought 24 Main Street. The Atlanta Motor Speedway will be bringing back the fireworks for the 4<sup>th</sup> of July. We do need to move people from the speedway into our businesses and restaurants. Nascar races are designed so that the attendees stay there. We need to have a booth at these events, with marketing information. Cristina and Kim could use the electric vehicle. Mary Ellen has a question. We used to have big events at McBrayer Park. That stopped happening at Covid. People We had the 4<sup>th</sup> of July parade for years. Mary Ellen's Dad was Uncle Sam. It was in the morning and then those that attended stayed. Mary Ellen thought it would go down well.

## **Open Discussion and Public Comment**

### **Announcements/ Important Dates**

Next monthly meeting on Thursday January 19 at the Historic Train Depot.

**Adjournment.** Motion to adjourn. Kim moved and Cristina seconded. The vote was unanimous. The meeting adjourned at 7:57pm.



Respectfully Submitted by:

Andrew Simpson  
Main Street Coordinator

Minutes Approved by:

Veronica Henderson  
Main Street Chair