



City of Hampton's Main Street Advisory Board
Held in Historic Train Depot
20 East Main Street S.
Hampton, GA

Main Street Advisory Board Annual Retreat Minutes
February 24, 2024 – 10:00 a.m.

Attendees: Veronica Henderson, Glendora Dvine, Kim Lunn, Leon Jackson, and Mary Ellen English-Kiszka, Kenda Woodard (Main Street Director), Amanda Cullinane (Main Street Coordinator)

Absent: Michelle Thrasher and Chandra Johnson

Call to Order

On Saturday, February 24, 2024, the Hampton Main Street Advisory Board (MSAB) held its Annual Retreat in person at the Historic Train Depot. The meeting was called to order by Veronica Henderson at 10:11 a.m. Kim Lunn seconded.

Ice Breaker

Kenda Woodard began the Annual Retreat with John Maxwell's leadership values card exercise. The ice breaker culminated with each participant reading their top three values and explaining to the group why having those values was important to them. The exercise also aided in board members and staff getting to know each other a little better.

Main Street Approach

A deep-dive of the "Main Street Approach" formerly known as "The 4-Point Approach" was also led by Ms. Woodard. This methodology details how Design, Organization, Promotions, and Economic Vitality, all work collectively to revitalize a community's downtown district. The MSAB was also shown a flow chart of how the various downtown boards: The Hampton Downtown Development Authority (DDA), Hampton's Historic Preservation Commission (HHPC), a Merchant's Association and the Main Street Board fit into this "Approach".

Mission and Vision Statements

Mission and Vision Statements were crafted during the retreat through open discussion.

The new Mission Statement is as follows: *The mission of the Main Street program is to preserve and enhance the historic charm and integrity of the downtown as the heartbeat of the community while strengthening the economic vitality of our historic district through the National Main Street Program approach.*

The new Vision Statement is as follows: *Four Committees, One Vision! Creating an economic environment in the City of Hampton Georgia utilizing our historic downtown where unique and exciting businesses flourish through Historic Preservation and the past has a future. This will all be accomplished through a diverse and inclusive community network, including business owners, residents, leaders, and organizations that bring people together.*



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Monthly Reporting

Ms. Woodard provided a detailed explanation of the monthly reporting process. The board was shown how the Community Activity Report (CAR) is submitted online through Georgia Main Street website. Ms. Woodard discussed what information is reported such as volunteer hours, money spent on events and details regarding newly opened, closed, and expanding businesses within the Main Street District.

Annual Accreditation Process

Kenda Woodard walked the board through the requirements of maintaining our Main Street Accreditation. To maintain our accreditation, an annual report is prepared and submitted by mid-January to the Department of Community Affairs (DCA). The report consists of six standards that encompass the functionality and success of the Main Street Program. The Memorandum of Understanding (MOU) was also read aloud and shared with the board.

Work Plan Discussion

Details of how to formulate a thorough downtown revitalization "work plan" along with the importance of not working in silos was explained to the board, as well as how the above-mentioned boards each play an active role in transforming our downtown into a sought-after destination.

Adjournment

A motion was made by Veronica Henderson and seconded by Kim Lunn to adjourn the meeting. The vote was unanimous. The meeting adjourned at 1:07pm.

Minutes Approved By:

Veronica Henderson
Chair, Main Street Advisory Board