

# MEETING MINUTES



**DATE:** Wednesday, Feb. 14<sup>th</sup>, 2018

**TIME:** 8:30am

**LOCATION:** Chat Tech Board Room

## Call to Order

### Called Meeting to Discuss

- A. MSW Budget – Stockton
- B. MSW General Discussion – Saxon/Stockton
- C. Downtown Playground – Stockton
- D. February BUZZ - Saxon

### Attendee Names

- Janet Ponichtera; Bonny Keheley; Melissa Madigan; Nereida Claudio; Dan Thrailkill; Christopher Brazelton; Perry Tanner; Brian Stockton; Mitzi Saxon; Stacy Brown; Kyle Bennett

### Attendees Not Present

- Kris McKeeth; David Potts; Amanda Queen

## Approval of Previous Minutes

Minutes from previous regular MSW Board meeting will be presented at the next regular Board Meeting in March 2018.

## Reports

Brian Stockton presented amended budget (attached) to reflect more accurately the state laws requirements for DMO organization. \$18k was moved into the Community/Design category under the unrestricted section of the DDA/CVB budget. DDA previously approved budget as presented as last meeting. Dan motioned to approve the budget as presented; Bonny 2<sup>nd</sup>; motion passed with all in favor.

## New Business

Downtown BUZZ – Mitzi needs as many members from all committees to attend February BUZZ; Janet also requested the same. Visitor Center to have grand opening on the same day after the BUZZ.

General Discussion – Brian presented status on separation from MS Organization. Spoke to local MS expert that mentioned there would be no complications from MSW discontinuing as a certified Main Street Org. The State of GA Main Street directors also provided the same information. Brian presented 3 choices; Stay as is, remain a 501c6 and proceed as a CVB styled org with focus on destination marketing, or become a Business Unit org like the Savannah Chamber of Commerce. Woodstock Chamber of Commerce was mentioned as a descriptor of the new org but will NOT be the name of the new org. Brian suggested the board move forward with the last option. New naming/branding was suggested to involve Tom Cox (Woodstock, GA). All branding and plans for new org will be formulated prior to release to the public. Brian stated that the new budget is ready for the MSW/DMO unit as it moved forward. Other discussions were had regarding membership, chamber style organizations, and more discussions to happen in the future. Mitzi will be speaking with NEON about website, back office software, etc. Dan motioned to officially separate from the Main Street Woodstock from the parent Main Street organization and continue “as is” until a new plan is formulated by the board for public release; Bonny 2<sup>nd</sup>; motion passed with all in favor.

Playground – Brian presented the history of the playground discussions in downtown Woodstock and referenced previous meetings with playground professionals. Christopher presented Elm Streets plans for Elm Street Green Area which include natural/non-traditional playground, near Reeves House to be part of new master plan, master plan would take 4-6 months to complete. Greenberg Farrow to engineer master plan (also worked on Reeves House master plan) and Chris/Elm Street will give MSW credit for funding new Master Plan. Dan suggested visiting the ATL Botanical Garden as a model for a natural playground area in ATL. Area for playground will be behind the guitar on Elm Street green. Bonny motioned to allocate \$10k from MSW budget to Elm Street Arts Center to fund Master Plan for downtown playground, etc.; Dan 2nd; motion passed with all in favor with Chris Brazelton abstaining from the vote.

## Announcements

- Mitzi recognized Stacy for outstanding performance for the Retail sales at the Visitors Center.
- Kyle – MSW won 2 awards for the Scarecrow Invasion and Friday Night Live from the Historic High County Travel Association. Same Association selected Woodstock for their October 2018 meeting (2<sup>nd</sup> Wednesday in October)
- Perry announced the sale of the Magnolia Thomas property by the DDA

## Adjournment

Dan motioned to adjourn meeting at 9:20am; Melissa 2nd; motion passed with all in favor.

**SECRETARY APPROVAL:**  
(Signature & Date)



2/14/2018

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