



Board Meeting
Wednesday, May 19th, 2021
12:00 PM Martin County Arts Council
Minutes

PRESENT

Gemma Martin, Judy Wobbleton, Brenda Holliday, Cameron Braddy, Chase Conner, Princess Foster, Bisa Hargett, Zach Dickerson

CALL TO ORDER

Chase Conner called the meeting to order at 12:05 PM

INVOCATION

Chase Conner gave the invocation.

MINUTES

We did not have a quorum for this meeting. The minutes from the April meeting were presented, no comments or corrections were noted.

FINANCIAL REPORT

Jeremiah was out of town for a training during this meeting, so was not present to update the group on the Financial Report. He will email out the Financial Report soon.

****VITALINK PRESENTATION****

MAJOR UPDATES

Downtown Flowerbeds/Next Workday

Our Downtown Cleanup Day on March 20th was a huge success with over 20 volunteers who came out to help. The main goal of the day was to clean out the flowerbeds on Main St. However, when the work started, the volunteers discovered the roots of the monkey grass and the bushes were so tangled that it would have been nearly impossible for the group to clean out all of them in an efficient way. Zach contacted Williamston Public Works who went in with a backhoe to clean out all the beds, leaving them empty aside from the trees. Greg, Chase and Zach got together and discussed which plants to replace what was removed. We are planning another work day for Saturday, May 1st, where the goal is to plant new bushes.

Economic Vitality Subcommittee Update

Revamping Small Business Saturday

The Economic Vitality Subcommittee discussed how to get back in the swing of Small Business Saturday. Previously, tickets were distributed to each participating business the week before. The day of the event, any purchase made at a participating business qualified for one entry ticket. Customers wrote their name, email/phone number and zip code on each slip. The week after the event, Zach went around to each business and collected the tickets. Over time, the businesses were regularly forgetting to put the tickets out for the day and it felt like they were no longer invested in the event. The biggest challenge was getting the businesses to buy into the program. One suggestion (I believe from Judy) was to change it possibly have a Small Business Week, possibly the first week of each month which could pair with having the drawing at the First Friday of the month events at the new Chamber Stage.

Billboard on 17

Zach sent out requests to the subcommittee for elements for the replacement billboard on 17 to feature downtown. We suggested an artistic element to represent the Arts Council, the river and the Skewarkee Rail Trail. In the WDI meeting, highlighting the historical aspect of our downtown was another suggestion along with adding some wording “home of the Carolina Country Stampede.”

Tarheel Apartment Building Update

A new Town Attorney has been appointed. Zach spoke with her and began the process of tax foreclosure. In order for us to apply for financial assistance if demolition is in the future, the Town must be in possession of the building. And in the unlikely case of an angel investor, the interested party will at least have an entity from which to purchase the building, instead of the non-entity that owns it currently.

BIRG Grant Discussion

Zach explained that the Economic Vitality Subcommittee decided the best way to administer the BIRG Grant was to split the funds in half, \$3,000 for Vibrancy Grant and \$3,000 for BIRG Grant. Cameron said that we as a group have to vote on adopting the BIRG Grant program as written before we can open it for submission. We didn't have the text in front of us at the time, so Chase opened the floor for a motion to allow Zach to email the text out to the WDI Board and for them to email their vote. (I apologize, I did not write down who made the motion and who seconded, but all were in favor).

108 W Main St

Not much to update here, aside from a new Town Attorney, Watsi Sutton, being appointed, so this process will eventually pick back up from where it left off.

Community Theatre Update

Chase that the space is finished aside from the 16'x16' concrete dance floor. They are planning on doing a ribbon cutting in June and having the First Friday events start after the ribbon cutting.

MARTIN COUNTY ARTS COUNCIL

Judy spoke about the free concert coming up on Friday, 4/30 from 6-9pm on Graball St downtown. The band Another Level will be performing. Covid guidelines will be followed. From 5/23-5/28 they will be accepting art for the annual Fine Arts Show, which will be on exhibit from 6/4-7/8.

MARTIN COMMUNITY COLLEGE- Small Business Center.

Not present for this meeting.

WOMAN'S CLUB

No major updates from last month aside from their upcoming planned meeting.

FRIENDS OF THE OLD COURTHOUSE

The quilt block is repaired and ready to go back up. Ila suggested

MARTIN COUNTY TOURISM

Not present for this meeting.

DISCUSSION

- a. Alvin Lewis spoke regarding the uptick in business traffic over the last year since aesthetics have improved downtown. He said that the general attitude towards downtown has been better lately.
- b. Gemma mentioned the first day of the Martin County Farmer's Market will be Saturday, May 8th.

ADJOURNMENT

We adjourned at 1:17