



Board Meeting
Wednesday, August 18th, 2021
12:00 PM Martin County Arts Council
Minutes

PRESENT

Greg Shepherd, Jeremiah Taylor, Brenda Holliday, Ila Parker, Cameron Braddy, Gemma Martin, Chase Conner, Chris Virta, Zach Dickerson

CALL TO ORDER

Gemma Martin called the meeting to order at 12:01 PM

INVOCATION

Greg Shepherd gave the invocation.

MINUTES

No comments or changes were heard to June's minutes. Jeremiah motioned for approval, Greg seconded, all in favor, minutes were approved.

FINANCIAL REPORT

Jeremiah presented the financial report, which included the \$6,000 from the Town of Williamston to fund the Vibrancy and the BIRG Grants.

We also received a \$25 membership.

Zach stated that August is normally the month that we send our membership renewals, but he was waiting till after the Tarheel Apartment Building demolition was complete. We can include that as a major milestone in the membership renewals.

**Chris Virta introduced himself to the group, and that he had entered into contract for the Martin Supply Building. He explained that his business is property investment and they work with the businesses to get new businesses off their feet. Instead of charging rent every month, they take a small percentage of the business sales. Chris is looking forward to working more with us in the future.

MAJOR UPDATES

Downtown Summer Cleanup Day

We decided that the next Downtown Cleanup Day will be Saturday, Sept. 18th. Our goals will be trash cleanup and bush trimming.

Tarheel Apartment Building Update

The Town Board of Commissioners met Monday night, 8/16 to accept a bid on the demolition of the property. They chose Jones & Smith out of Winterville to handle the project. Pending approval of the contract, work could begin as early as next week or the week after.

Main Street Work Plan Workshop

Every two years, through the Main Street Program we update our Work Plan. Zach brought copies of the 2019-2020 Work Plan and distributed them to the group. We planned to have our September meeting dedicated to updating the Work Plan. We will meet Wednesday, September 15th at 12 noon at Torre Fuerte.

Board Meeting Accessibility

Chase, Gemma and Zach brought up that several people have indicated interest in getting involved with Williamston Downtown, but our lunch meeting time did not work for them. They stated that they would likely be able to make an evening meeting. It does not necessarily have to be regular Board meeting, but somewhere people could get information about our group and how they can get plugged in. We decided to have the meeting on Tuesday, Sept. 14th at 6:30 PM. We discussed holding the meeting at the Community Stage on Main Street, and Jeremiah mentioned that if we were to have it there, we're at the mercy of the weather. Zach will ask the Arts Council if we can have the meeting there, and let the group know.

Downtown Trip Itinerary Planning

Two weeks ago, Cameron and Zach were in Main Street Training in Asheboro. One of the presenters brought a set of itinerary planning cards which we can use as a marketing tool for our downtown and town/county in general. Each card can be used as a specific destination, be it historic site, activity, restaurant, lodging, etc. The end goal is to combine the cards into "days" so people can have something to do if they spend half a day, a whole day, even more. There can be one for "If you're into history, here's where you go" or "if you're into outdoors activities, here's what you can do" all while keeping them in Williamston and Martin County. Because much of promotion is about destination, we can partner with Martin County Tourism as well as the Bob Martin Ag Center to grow this. Zach will send out an Excel sheet with all of the items he and Cameron have written down already, and we as a group can add to it.

MARTIN COUNTY ARTS COUNCIL

Zach gave an update- Friday, Sept. 10th is the reception for the Jennings Mitchell Photography Show from 6:30 to 8:00 pm. Thursday Oct. 21st is the reception for the Dion Burroughs Art Show.

MARTIN COMMUNITY COLLEGE- Small Business Center.

Not present for this meeting.

WOMAN'S CLUB

Brenda said had a small meeting in August, but are planning to be back up in full swing in September. They are considering a Historic Home Tour later in the year.

FRIENDS OF THE OLD COURTHOUSE

Ila said that they are planning a Christmas Tour consisting of the Courthouse, Asa Biggs house, possibly the Jesse Fuller Jones house along with other historic homes.

They are in the process of getting the windows in the courthouse restored, but it will be expensive so expect some fundraisers in the near future.

MARTIN COUNTY TOURISM

Not present for this meeting.

DISCUSSION

- a. Chase gave an update on the Community Stage at 140 W Main. Next Thursday, 8/26 they are having Trivia from 5:30-6:30, then Jimmy Buffet night from 6:30-8:30. The events will continue every other Thursday from that point forward.

ADJOURNMENT

We adjourned at 12:46