

Chattahoochee Main Street – Monthly Meeting
July 27, 2015
6:30 pm

Executive Director's Report

1. June 16-July 20 – **Logo and Website Design.** We have been working with Dawn McMillan of McMillan Design on the development of our CMS logo. The CMS Board & I met with Mrs. McMillan on July 20 to discuss the draft work we have reviewed for the logo design and branding for CMS. As this design is being created, work is underway on developing the website design and social media templates.
2. June 23-July 10 – **Florida Main Street Reinvestment Impact Study.** The Secretary of State has commissioned a report to assess “The Economic Impact of Florida Main Street” and present it to Governor Scott and to his cabinet. As a result, each Main Street community has been tasked to assess the real value of property within the City Limits and within the Main Street Local Program Area for 2014 and at the inception of the program. Also, information was gathered on reinvestment statistics for public projects with the downtown (by year) since becoming a Main Street community. The types of projects included city/county/federal dollars spent on infrastructure, streetscape, parks, banners, lights, benches, trash receptacles, and buildings.

In addition, information was requested on the percentage of vacancies within the Main Street district and to track the sales history of ten (10) structures in the downtown starting in the year of our Main Street designation.

Our information was submitted on July 10 and the results of the overall study will be presented at the Florida Main Street annual conference in August to the Secretary of State and subsequently to the Governor and cabinet.

3. July 13 – **2015-16 Small Matching Grant Award (a.k.a. Our \$10,000 “start-up grant”).** We received our contract from the State’s Division of Historic Resources to execute our grant that we received for being designated as a Florida Main Street Community.
4. June 20-July 31 – **Historic Structures Survey.** Laura Lee Corbett and I have been putting together the final documentation for the Historic Structures Survey. She and her subconsultant, Rhonda Harrell, have been working on the final Florida Master Site Files for each of the 500 surveyed structures as well as the final report and I have been working on the site location maps for each structure. The final report will be submitted by July 31.
5. **DEO Technical Assistance Grant Application.** Last month CMS applied for another Technical Assistance Grant from the Department of Economic Opportunity. The scope submitted is a follow-up to the Vision Plan by developing the Historic Main Street Design Standards. We anticipate finding out this week if we have been awarded this grant.

6. August 6 – **2015 New Florida Main Street Communities**. I will be participating on the Ad Hoc Committee for recommending to the Secretary of State, the slate of new 2015 Florida Main Street Communities. The applicants this year are Fernandina Beach (Nassau County) and Crystal River (Levy County).
7. August 17-19 – Annual Florida Main Street Conference in St. Petersburg.
8. August 18 – **Secretary of State, Florida Main Street Annual Awards**. These awards annually recognize Main Street programs and acknowledge the work they are doing to advance the mission of the Florida Main Street program for revitalization and preservation. These awards are categorized under the four (4) points of the Main Street Approach: Organization, Promotion, Design and Economic Restructuring.

Chattahoochee Main Street has two (2) nominations under consideration:

- 1) In the category of Organization for Outstanding Public/Private Partnership: The City of Chattahoochee in support of the development of the Strategic Community Vision Plan.
- 2) In the category of Economic Restructuring for Outstanding Economic Restructuring Program or Project: Gadsden County Development Council's Business Retention & Expansion Corporate Visitation Program.

These awards will be announced at the Secretary of State Banquet at the Annual Florida Main Street Conference on Tuesday, August 18.