

Chattahoochee Main Street – Monthly Meeting
November 23, 2015
6:30 pm

Executive Director's Report

1. October 29 – **CRTPA Workshop**. The Capital Region Transportation Planning Agency held a public hearing on the Connections 2040 Regional Mobility Plan in City of Tallahassee Commission Chambers. The Regional Mobility Plan (RMP) is the long range transportation plan for the four county area which includes Gadsden County, Jefferson County, Leon County, and Wakulla County. The RMP is designed to focus on regional transportation connections within this four county area. This meeting was an opportunity for the public to view and provide comments on the plan before going to the CRTPA Board for adoption.
2. October 30 – **Calhoun County Chamber of Commerce**. City Manager, Lee Garner, and Ben Chandler were invited by City Attorney David House to attend the Calhoun County Chamber of Commerce. It presented an excellent networking opportunity as we are currently supporting Blountstown Main Street in their community visioning process.
3. November 2 – **“Galvanizing Gadsden” – Kickoff Planning Session**. CMS met with Mr. Rob Nixon to begin planning a small business development workshop. This initial planning meeting outlined the general format, date, and preferred location. The first order of business was to name and begin to market the event. The event has since been named “Galvanizing Gadsden.” Though initiated and hosted by Chattahoochee Main Street, we are partnering with the Gadsden County Chamber of Commerce, the GCDC, and Quincy Main Street to promote and conduct this Business Resource Symposium.

“Save the Date” cards have been mailed out to all local businesses with a current business license on file with the City of Chattahoochee. These businesses are being invited to learn about available resources to establish, grow and help their business succeed. These resources will focus on low interest loan programs, workforce training, marketing, social media exposure, transitioning, diversification, etc. We will partner with our regional economic development community (GCDC, Access Florida Finance Corporation, CareerSource Florida, SBDC, etc.) to bring experts in to consult with our business community. This invitation will be extended with other municipalities and communities in Gadsden County to promote local business retention and expansion efforts.

4. November 3 & 10 – **BRE Corporate Visitation**. CMS continues to partner with the GCDC's Business Retention & Expansion Consortium to promote the Corporate Visitation Program. These confidential visitations seek to help local businesses gain access to resources to help them grow and succeed.
5. November 10 – **“Galvanizing Gadsden” – Planning Session**. Confirmed that the Galvanizing Gadsden event will be held at the Apalachicola Arsenal Museum & Conference Center. Met with

FSH staff to discuss layout and to identify the areas of the conference center that would be available for use.

6. **November 12 – City Appreciation Luncheon.** CMS hosted a barbeque luncheon inviting all employees of the City of Chattahoochee. As our Board President, Pam Medley, described, we wanted to “serve those who have generously and faithfully served our community day in and day out and many times in the dark of night and inclement weather.” Any time we ask the City for assistance, we receive it instantly. The finest people work for the City and we wanted to acknowledge the fine work they do that goes above and beyond what they are required to do.
7. **November 17 – 2016 EPA Brownfields Assessment Grant Application.** CMS prepared and submitted a letter of support endorsing Gadsden County in its application for a 2016 EPA Brownfields Assessment Grant to assess hazardous substances and petroleum product impacted properties. The countywide and regional support for economic revitalization continues to gain momentum. Selecting Gadsden County for this important program will strengthen and unify all local initiatives to build and create partnerships to develop a strategic plan and support system promoting sustainable economic development in our rural area. We applaud the County’s effort to support the revitalization and redevelopment of our community.

Chattahoochee Main Street is committed to being a fully participating partner and stakeholder with Gadsden County in this vital program, as we have several brownfields in our immediate area. We are excited about the potential positive economic benefit this program can bring to our county. In addition, Chattahoochee Main Street is willing to have a representative serve in an advisory capacity on any board or committee that is developed to support the administration of this grant and all brownfield redevelopment efforts in our community.

8. **November 18 – VisitFlorida Representative Meeting.** Brenna Dacks, Regional Partnership Manager for VisitFlorida, met with CMS to discuss the opportunities and services available for marketing our organization and community through VisitFlorida. We will be updating our posting on the VisitFlorida website with new information, photos, and link to our website. We will continue to work with Mrs. Dacks to best take advantage of our marketing partner benefits as a member of VisitFlorida. For example:

- Business listing in the Official Florida Vacation Guide
- An enhanced web listing on VISITFLORIDA.com
- Access to VisitFlorida’s Online Hospitality Training Program
- Discounts on brochure distribution & participate in the lobby booth display program at the Official Florida Welcome Centers
- Access to research data
- Promote partner-to-partner specials and discounts
- Submit posts to appear on VisitFlorida’s consumer-facing social media pages
- Ability to apply for VisitFlorida grants to market our community
- Access to free webinars on marketing techniques and industry trends

9. **November 18 – Gadsden County Budget Allocation Contract.** We submitted our contract with Gadsden County to receive the **\$5,000.00** allocation from the County’s 2015/2016 budget year. In the documentation package for our budget request for Fiscal Year 2015/2016, our

organization originally requested the funding to further enhance the beautification and aesthetics of downtown Chattahoochee. To bolster this funding request, through fundraising efforts during the past year, Chattahoochee Main Street has over **\$2,600.00** allocated to downtown beautification efforts. This represents a total funding of over **\$7,600.00**, which includes the matching funds that exceed 50% of the requested amount.

The original project description provided in the application identified a project to help control litter in our downtown commercial district by replacing the existing downtown sidewalk garbage cans with new, substantial, and more attractive designer trash receptacles.

However, the CMS Board of Directors has identified a new beautification and enhancement project for downtown that the funding would be used for rather than new trash receptacles. Based on technical assistance guidance received from Florida Main Street, Chattahoochee Main Street plans to use the county funding, along with our matching funds, to initiate a new Building Façade Grant Program. We are planning for three (3) projects to be completed using these funds (approximately \$2,500.00 for each project). The awarding of these projects would be on a matching dollar for dollar basis. This change of scope is pending approval from the Board of County Commissioners.

10. November 19 – **“Galvanizing Gadsden” – Save the Date Mailout.** “Save the Date” cards were mailed out to all local businesses that have an up-to-date business license on file with the City of Chattahoochee.
11. November 19 – **RiverWay South (Apalachicola-Choctawhatchee).** Pam Medley and Ben Chandler attended the RiverWay South Board of Directors meeting in Apalachicola. During this meeting they reviewed their draft strategic plan and Brenna Dacks from Visit Florida provided a presentation. Betty Webb, former City Manager of Apalachicola was formally hired as the new Program Manager for RWSAC.
12. November 19 – **Chattahoochee Main Street Start-Up Funding Assistance.** We received notification from the State’s Division of Historical Resources that we will be receive our 1st quarter payment of \$2,500.00 for **Grant S1602** for our “Chattahoochee Main Street Start-Up Funding Assistance.” Also, rather than request the funding in quarterly installments, we have been given permission by DHR staff to request funding for the remaining \$7,500.00 for the 2nd quarter based on expenditures. Essentially, we are not required to be limited to dividing our grant award into even quarterly amounts. We can request the funding based on the timing of our expenditures.

UPCOMING CALENDAR NOTES

13. November 29 – **Scott’s Massacre Commemoration.** A ceremony will be held at 3:00pm at the River Landing to commemorate the 197th anniversary of the Scott’s Massacre incident. Mr. Dale Cox will lead a walking history tour detailing the significance of this event. A new historic marker will be unveiled as a part of this ceremony.

14. **December 7 – Florida Main Street 101.** This session serves as a primer for new Main Street communities and new board members. In the session, FMS will have an architect provide a presentation to discuss the basics of architecture for Main Streets.
15. **December 7 – Highway 90 Stakeholders Meeting.** The Gadsden County Planning Department is holding a visioning session for the Historic Highway 90 Corridor on December 7 at the Apalachicola Arsenal. This planning session will kick-off the US 90 Historic Corridor Master Plan for which the County received funding from DEO to develop through a technical assistance grant. The session will be aimed at laying the foundation for a master “tourism” plan revolving around the historic US 90 corridor.

When complete, the plan is expected to serve as a roadmap for improving tourism and economic development along US 90 in Gadsden County, and the region, as this plan will be a part of a 5 county master plan that includes Jackson, Washington, Holmes, and Walton Counties.

The County is looking for an honest assessment about the current state of activities, attractions, and events along US 90 in Gadsden County; including conversation about what would attract people to come and enjoy this scenic highway.

16. **December 9 – GCDC Monthly Meeting.** The next GCDC meeting has been moved from their regularly scheduled 2nd Tuesday of the month to Wednesday, December 9 at 10:00am at the County Extension Office in Quincy.
17. **December 17 – RiverWay South Apalachicola Choctawhatchee (RWSAC).** The RWSAC Board of Directors will be holding a day long “Mixing of the Minds” Networking Presentations workshop at the Apalachicola Arsenal Museum & Conference Center from 9:00am – 3:00pm. Each county represented will have an opportunity to make a presentation about events and activities that are happening.
18. **December 17 – VisitFlorida Webinar (2016/17 Grant Application Cycle).** The 2016-17 VISIT FLORIDA grant application cycle will be opening soon. We will participating in this webinar to understand the following:
 - Categories and eligibility criteria
 - Tips for completing the online application
 - Examples of awarded projects
19. **January 14-15 – Galvanizing Gadsden – A Business Resource Symposium.** To be held at the Apalachicola Arsenal Museum & Conference Center. This will be a 2-day event with expert guest speakers and panelists to provide information and insight to local business to help them grow. Mr. Jesse Panuccio, Executive Director for the Florida Department of Economic Opportunity is scheduled to speak at the January 14 lunch session. Also, Mr. Michael Myhre, CEO and Network State Director for the Florida Small Business Development Center, will be the keynote speaker at the January 15 luncheon and awards presentation.

This event will launch the first symposium of its kind in the community and will become an annual event. Having this event initiated in Chattahoochee will highlight our community, bring direct benefit to local businesses that choose to participate, and showcase the new venue at the restored Apalachicola Arsenal Powder Magazine. The main focus of this event is to equip our local businesses with the tools to grow and prosper!

20. January 25-26 – **Florida Main Street Quarterly Meeting**. The next Florida Main Street will be held in Apalachicola.