

**Chattahoochee Main Street – Monthly Meeting**  
**December 28, 2015**  
**6:30 pm**

**Executive Director's Report**

1. November 29 – **Chattahoochee Landing Mound Group Historic Marker**. A ceremony was at the River Landing to unveil the new historic marker for the Chattahoochee Landing Mound Group. The marker commemorates the long history of the mound group that was home to Native American communities and a British Outpost (Nicolls' Outpost). In addition, the event commemorated the 198<sup>th</sup> anniversary of the Scott's Massacre incident. Mr. Dale Cox led a walking history tour detailing the significance of the history of the mounds.
2. December 7 – **Florida Main Street 101**. This session served as a primer for new Main Street communities and new board members. A primary focus of this session was helpful methods for promotion as well as architect presentation discussing the basics of architectural design codes for Main Streets.
3. December 7 – **Highway 90 Stakeholders Meeting**. The Gadsden County Planning Department held a kick-off visioning session for the Historic Highway 90 Corridor Master Plan at the Apalachicola Arsenal. For this master planning effort, the County received funding from DEO to develop through a technical assistance grant.

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 session was aimed at receiving an honest community 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.

4. December 9 – **GCDC Monthly Meeting**. Ben Chandler represented Chattahoochee Main Street at the monthly GCDC meeting and provided an update on the upcoming *Galvanizing Gadsden* event in January.
5. December 10 – **Secretary of State Meeting**. Pam Medley, Lindsey Smitherman-Brown, Kathy Wheeler and Ben Chandler met with Secretary of State, Ken Detzner, to personally thank him for designating Chattahoochee Main Street and the Florida Main Street Community of the Month for October 2015.

We had an opportunity to speak about the work we are doing, including the upcoming *Galvanizing Gadsden* Business Resource Symposium.

6. **December 11 – Chattahoochee to Bristol Trail Development.** CMS has been represented in meeting with Gadsden County, the Department of Economic Opportunity and the Florida Greenways and Trails Foundation to propose the development of a Chattahoochee to Bristol (C2B) Trail, which would be a spur along the Florida Scenic Trail system. In concept, it would have a look-out point at the Chattahoochee River Landing, and run south along the banks of the Apalachicola River. A significant portion of the trail would run the Torreya State Park. There are relatively few landowners along the proposed route.

This effort is gaining support and momentum. Early next year we will have DEO and the Florida Greenways and Trails Foundation come and give a presentation to the City Council on the proposal. Prior to this presentation, the DEO & the Florida Greenways and Trails Foundation will be scheduling meetings with the land owners to gauge interest and support for the proposed project.

7. **December 12 – Christmas in Heritage Park.** We had beautiful weather for the annual Christmas in Heritage Park community event. Children and families from the community came to enjoy crafts, music and refreshments while awaiting Santa's arrival on the City's 1929 fire truck. The children had their photo with Santa and received goody bags and hot cocoa and cookies. The event ended with the official tree lighting and caroling. We want to thank the Chattahoochee Woman's Club for their partnership in making this event successful. Dale Cox was on-hand to broadcast the event live on Two Egg TV.
8. **December 15 – Gadsden County Commission Meeting.** Ben Chandler went before the Gadsden County Board of County Commissioners to announce and provide an update on the planning for the *Galvanizing Gadsden* Business Resource Symposium.
9. **December 17 – RiverWay South Apalachicola Choctawhatchee (RWSAC).** The RWSAC Board of Directors held a day long "Mixing of the Minds" Networking and Presentations workshop at the Apalachicola Arsenal Museum & Conference Center. Each county represented had an opportunity to make a presentation about key events and activities that are happening in their area to promote tourism and commerce.

#### **UPCOMING CALENDAR NOTES**

10. **January 5 – Florida Main Street Quarterly Report.** The CMS quarterly report is due to Florida Main Street for the reporting period October 1 – December 31, 2015.
11. **January 14-15 – Galvanizing Gadsden – A Business Resource Symposium.** In partnership with the Gadsden County Chamber of Commerce, the Gadsden County Development Council, and Quincy Main Street, Chattahoochee Main Street will be hosting *Galvanizing Gadsden* – A Business Resource Symposium on January 14-15, 2016.

The two-day event will be held at the newly restored historic Apalachicola Arsenal Museum & Conference Center at Florida State Hospital in Chattahoochee, Florida. The symposium is designed to connect entrepreneurs and existing business owners in Gadsden County with access to readily available information and business resources that will enable them to grow their respective ventures, create jobs in the community and increase capital investment.

The symposium will feature leading business development keynote speakers, expert panel discussions, topical breakout workshops, and a resource expo. Specific valuable topics that will be addressed include business financing options, business assistance programs and incentives, small business development, workforce training, and more. At the end of the event on Friday, January 15, there will be an awards presentation ceremony recognizing Gadsden County's business and economic development leaders.

Registration for the event is \$50.00/person for the entire two-day event, or \$35.00/person for a single day attendance. Continental breakfasts and luncheons will be provided for each day participants are registered. All attendees are cordially invited to attend the Chamber of Commerce "After Hours" networking mixer including a tour of the restored Apalachicola Arsenal Museum on Thursday from 4:00-6:00pm.

CMS has sent out two (2) mail outs to all local (Chattahoochee) business with a current business license on file with the City. The first mail out was a "Save the Date" card that was mailed before Thanksgiving. The second mail out was sent on December 15 and included an invitation and registration form.

Two television spots are scheduled to promote the event: Jan. 4 on WCTV (Ch. 6) and Jan. 11 on WTXL (Ch. 27).

Sponsorship letters have been sent out to help cover the costs of the event. We anticipate the event to cost close to \$6,000.00. As of this date, we have a commitment from the GDC to for signature sponsorship at \$2,500.00. The Gadsden County Chamber of Commerce has committed to sponsorship as has First Florida Capital Finance Corporation (amount not yet confirmed).

12. **Chattahoochee Main Street Start-Up Funding Assistance.** In January CMS will be submitting a final invoice to the State's Division of Historical Resources to receive the final \$7,500.00 for **Grant S1602** (Chattahoochee Main Street Start-Up Funding Assistance). This will be the remaining payout of out \$10,000.00 start-up grant.
13. **January 15 – Outlook 2016.** The Havana Herald is planning its 10<sup>th</sup> annual Progress Report, "Outlook 2016," for the end of January. We've been invited to participate by submitting an article about our accomplishments, future plans, upcoming projects and events and other information that we would like to share with the residents of Gadsden County.
14. **January 25-26 – Florida Main Street Quarterly Meeting.** The next Florida Main Street will be held in Apalachicola.
15. **February 8 - VisitFlorida 2016/17 Grant Application Cycle.** The 2016-17 VISIT FLORIDA grant application cycle is now open and applications are due by February 8, 2016. These are matching grants up to \$5,000.00. The grant categories that we will be considering include:
  - Advertising Matching Grant Program
  - Cultural, Heritage, Rural & Nature Tourism Grant Program
  - Small Business Grant Program

16. February 13 – **Chattahoochee Smoochie 5K Run**. Planning is underway for the annual Chattahoochee Smoochie 5K Run.
  
17. **CMS Façade Grant Program**. Planned for Spring 2016. 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 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.