

**Chattahoochee Main Street – Monthly Meeting**  
**February 22, 2016**  
**6:30 pm**

**Executive Director's Report**

1. January 29 – **Business Retention & Expansion Consortium Meeting.** Met with Rob Nixon, Regina Davis (Quincy CRA), Natalie Hall (US Small Business Administration), Lizz Jenkins, Joe Munroe, and Don Mackey to discuss how best to move the BRE Consortium forward. Economic development is primarily about relationships and partnerships, not job creation. The types of efforts we will be targeting include:
  - Examine our respective organization's top priorities and seek other strong funding sources in coordination with BRE efforts (large scale grants that benefit all economic development organizations).
  - Consult with business leaders to come up with strategies for business retention & expansion and economic development. Their input and participation is necessary to promote corporate citizenship.
  - Fine-tune a business survey instrument that is consistent across communities. The tool needs to be standardized. It can be circulated by mail (current business licenses), regional newspapers, utility bill/direct mail, etc. Incentives can also be developed to respond to surveys.
2. January 29 – **Chattahoochee Main Street Start-Up Funding Assistance.** Documentation was submitted for the final invoice to the State's Division of Historical Resources to receive the remaining \$7,500.00 for **Grant S1602** (Chattahoochee Main Street Start-Up Funding Assistance). This is the residual payout of CMS's \$10,000.00 Main Street Start-Up Funding Assistance. Payment of the final \$7,500.00 was received by mail on February 18.
3. January 31 – **WCTV (Ch. 6) Promotional Interview for Chattahoochee Smoochie 5K Run/Walk.** CMS Executive Director, Ben Chandler, was interviewed for WCTV's Sunday morning program to promote the 4<sup>th</sup> Annual Chattahoochee Smoochie 5K Run/Walk to be held on Saturday, February 13, 2016.
4. February 3 – **WTVX (Ch. 27) Promotional Interview for Chattahoochee Smoochie 5K Run/Walk.** CMS Executive Director, Ben Chandler, was interviewed for WTVX's morning program to promote the 4<sup>th</sup> Annual Chattahoochee Smoochie 5K Run/Walk to be held on Saturday, February 13, 2016.
5. February 8 - **VisitFlorida 2016/17 Grant Application Cycle.** The 2016-17 VISIT FLORIDA grant application cycle closed on February 8, 2016. CMS applied for two (2) grants:
  - 1) Cultural, Heritage, Rural & Nature (CHRN) Tourism Grant - **Historic Chattahoochee Educational Video & Guided Walking Tour.** The purpose of this project is to develop a digital/video-based product detailing the rich Florida history around the City of

Chattahoochee and its River Landing area along the Apalachicola River. The subject matter depicted will include a River Landing walking history tour around the Chattahoochee Landing Mound complex that dates to the Ft. Walton Period (900-1500 AD), the Nichols' Outpost (a British outpost built during the War of 1812), the Scott Massacre of 1817 (the event which led to Florida becoming a US Territory in 1821), and the tragedy of the Confederate warship CSS Chattahoochee. The end result of the project will be a digital video production suitable for use across a variety of platforms to promote historical tourism in rural Gadsden County. This is a matching grant up to \$2,000.00.

- 2) Small Business Grant – ***Galvanizing Gadsden Business Resource Symposium (2<sup>nd</sup> Annual)***. 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. This is focused on all businesses, including tourism-related industries. Economic development is about relationships and Galvanizing Gadsden helps us deploy our resources strategically so that business owners can connect names with faces of resource providers to build their own relationships, transcending into more jobs being created and more capital investment into the community.

CMS received confirmation correspondence on February 9 from Visit Florida that both the CHRN-Education Tourism Grant Application and the Small Business Grant Application were reviewed and determined to be qualified by the Grants Team to be forwarded to the Review Committee for evaluation. Applicants will be notified of application award status by mid-June 2016.

- 3) February 9 – **GCDC Board Meeting**. CMS Executive Director, Ben Chandler, attended the GCDC Board meeting to thank the Board for their support of the inaugural Galvanizing Gadsden Business Resource Symposium and to give them an update on the activities of Chattahoochee Main Street.
- 4) February 13 – **Chattahoochee Smoochie 5K Run**. A record crowd turned out to begin their Valentine's Day celebration by participating in the 4<sup>th</sup> annual Chattahoochee Smoochie 5K Run/Walk and 1 Mile Fun Run on Saturday, February 13. Over 60 participants battled the challenging course that included navigating off-road dirt trails through the RV campground, the daunting 175-foot vertical climb to the historic downtown, the serene and beautiful ancient oak-lined canopy on Marion Street, the backstretch through the downtown and then the more forgiving downhill finale to the receding flood waters of the Apalachicola River.

We wish to congratulate all our winners and everyone who came out and participated. The overall male best time was turned in by Caleb Forehand (21:22) and the overall female best time was recorded by Carla Elliott (25:24). The winning couple was Danielle Zemola & Vince Molosky with a time of 26.06. The race would not have been possible without our wonderful volunteers and sponsors. And many thanks to the City of Chattahoochee for all the race preparation work done by the city crews to make the conditions perfect for race day.

- 5) **February 16 – Main Street Banner Unveiling.** The Main Street banners featuring the artistic talents of Chattahoochee Elementary School’s 2014/15 5<sup>th</sup> grade class were officially unveiled. Commissioner Gene Morgan, CES Principal, Valencia Denson, Mayor Jerry Wynn, and the City’s work crew were on hand to commemorate the official unveiling.
- 6) **February 16 – Gadsden County Commission Meeting.** CMS Executive Director, Ben Chandler, presented the announcement to the County Commission regarding the unveiling of the Chattahoochee Main Street banners. It was an opportunity to thank the BOCC for their funding of the project and the beneficial outcome to the community.
- 7) **February 17 – Chattahoochee-to-Bristol Trail Development.** CMS Executive Director, Ben Chandler, met with state and regional officials on a day-long tour of the proposed Chattahoochee-to-Bristol Trail. The proposed trail would stretch along the east bank of the Apalachicola River from Chattahoochee’s River Landing to Bristol. It would be a spur trail to the Florida Trail network.

The tour began in Bristol at the proposed southern trail head on land owned by the Nature Conservancy. The day included a stop at Torreya State Park to meet with the park manager, Steve Cutshaw. Also included was a field survey of the Edgar Scarborough Park (I-10 rest area) where the proposed trail would likely cross under the bridge along the east bank. The day ended with lunch at Rutabaga Café and a walking history tour of Chattahoochee’s River Landing.

Officials represented included: Dan Pennington (Department of Economic Opportunity), Dale Allen (Florida Greenways & Trails Foundation), Chris Rietow & Joe Crozier (Apalachee Regional Planning Council), Doug Alderson (Florida Department of Environmental Protection), Mark Kiser (FDEP – Park Planning), and Shawn Thomas (US Forestry Service)

The Apalachee Regional Planning Council is spearheading this project and will be applying for a technical assistance grant to continue the planning for this project. In the coming months, there will be official presentation made to the City of Chattahoochee City Council.

#### **UPCOMING CALENDAR NOTES**

- 8) **February 25 – Go Gadsden.** The Gadsden County Chamber of Commerce will be hosting the next Go Gadsden meeting on Thursday, February 25 at 8:00am at the University of Florida, North Florida Research & Education Center in Quincy (155 Research Road)

Tyson Johnson, Area President for Benefits and Consulting for Arthur J. Gallagher & Associates, will be the guest speaker on the topic of the Affordable Care Act.

- 9) **March 2-3 – RiverWay South – Cultivating Futures in Agritourism & Agrimarketing.** RiverWay South will be hosting a 2-day event on Agritourism & Agrimarketing the area. On Wednesday, March 2, there will be a workshop presentation at Chipola College Cultural Center in Marianna (8:30a – 4:00p CST) and on March 3 (8:30a -12:00 CST), there will be a Farm Walk Around at the Tharpe Farm (3897 Highway 231).

For details, contact Homer Hirt at 850-272-0643 or email at [hirtfam@gmail.com](mailto:hirtfam@gmail.com).  
Registration is \$35.00 for the 2-day event.

- 10) **CMS Façade Grant Program.** Based on technical assistance guidance received from Florida Main Street, Chattahoochee Main Street is developing an application process to use 2015/2016 county funding, along with our matching funds, to initiate a new Building Façade Enhancement Matching Grant Program. Up to three (3) projects are planned to be initiated (approximately \$2,500.00 for each project). The awarding of these projects to property owners along US 90 in the Main Street Local Program Area would be on a matching dollar for dollar basis. Additional funding will be used from the Chattahoochee Main Street Downtown Beautification Fund. This project is planned to commence in the Spring 2016.