

Chattahoochee Main Street – Monthly Meeting
March 28, 2016
6:30 pm

Executive Director's Report

1. **February 26 – Gadsden County Chamber of Commerce.** As of February, Ben Chandler has been elected to serve on the Board of Directors for the Gadsden County Chamber of Commerce. It is an honor to serve as a representative of Chattahoochee in supporting and promoting economic development. This is a four-year term.
2. **March 2-3 – RiverWay South – Cultivating Futures in AgriTourism & AgriMarketing.** RiverWay South hosted a 2-day event on AgriTourism & AgriMarketing the area. Pam Medley and Karen Marsh attended. On Wednesday, March 2, there was a workshop presentation at Chipola College Cultural Center in Marianna. Jane Eckert, who was the featured presenter, is the founder and CEO of Eckert AgriMarketing, a full-service marketing and consulting firm that offers a variety of services to both the agriculture and tourism industries, helping them harvest the rewards of AgriTourism.

On March 3, the morning was spent walking the Tharp Farm (in west Jackson County), learning concepts to move an AgriTourism business forward. The event was an excellent opportunity for small business startups, with ideas centered on agriculture operations, including u-pick, fresh produce marketing, corn mazes, pumpkin patches and wedding venues.

3. **March 3 – Opportunity Florida Strategic Planning Meeting.** In preparation of the Opportunity Florida Strategic Planning Workshop, the group representing Gadsden County met to discuss important planning issues. This group, led by Dr. Henry Grant, included Beth Kirkland (GCDC), Janice Watson (ARPC), Brenda Holt (Gadsden BOCC), Alice Love, Rev. Julian Harris, and Ben Chandler. A Strength, Weakness, Opportunity, Threat (SWOT) analysis was conducted by the group to assess the County's position in preparation for the regional workshop.
4. **March 4 – Opportunity Florida Strategic Planning Workshop.** Held in Blountstown, the purpose of the workshop was to begin to develop a working comprehensive plan to guide Opportunity Florida and its member partners toward competitive economic and community development causing the creation of new jobs from recruited companies, existing businesses and entrepreneurs. The emphasis of a strategic plan will be defining steps to implementation/execution, accountability, aligning regional assets and clarifying the regional organization's best role(s). The plan will identify "who we are" and "what we can realistically become and achieve?" The second group session is set for April 7.
5. **March 8 – GCDC Meeting.** Ben Chandler attended the Board meeting for the Gadsden County Development Council. Beth Kirkland provided a report on the latest draft of the Economic Development ordinance. This will be coming before the BOCC in the coming months.

6. **March 17 – Historic Preservation Plan Regional Meeting.** A series of statewide public planning meetings was held to review progress made on the current Florida Comprehensive Historic Preservation Plan and discuss goals and objectives for the next planning cycle (2017-2021). Ben Chandler attended the meeting in Tallahassee, which was the last in the initial series of meetings.

Every five years the Division of Historical Resources revises the Florida Statewide Comprehensive Historic Preservation Plan, as required for Florida to remain a participant in the federal historic preservation program and to receive federal historic preservation funds. The plan presents goals, objectives and strategies for all Floridians to assist in preserving the state's heritage. The current plan developed for 2012-2016 was developed with the input of hundreds of citizens who participated in public meetings and through an online survey. To be effective, the new plan for 2017-2021 must represent a broad base of public and professional input. Survey results will provide guidance and serve as the foundation for revising the plan.

7. **March 21 – TCC Gadsden Center Ribbon Cutting.** Tallahassee Community College's Gadsden Center held its grand opening/ribbon cutting ceremony. This educational center is evidence of TCC's commitment to Gadsden County in effort to expand the county's workforce training and employment opportunities.
8. **March 24 – River Landing Historic District Meeting.** Pam Medley, Ben Chandler & Lee Garner met with Dale Cox and his assistant, Rachel, to discuss preparing a resolution from the City Council to support an application for the River Landing and its historical assets to be designated as a National Historic District through the National Register of Historic Places. The district would include the Mound Complex, Old Victory Bridge, the shipwrecks, Nicolls' Outpost, and the Scott Massacre. It is a unique area in that the time span represented by these locations and events is the longest in the state. Having this designation would allow us to have the signs placed on US 90 and at the I-10 exit (Exit 166).

A second item discussed was the reconstruction of one of the mounds. An initial project would be to build a replica of the mound near the "lake" near where the annual Pow Wow takes place. The County would supply the dirt to construct. The costs associated with the mound would be the grass seeding and the fiber netting to protect the archeological resources.

Thirdly, planning has begun to commemorate the 200th anniversary of the Scott Massacre of 1817. Representatives of the US Army's 7th Infantry (the same division as Lt. Scott), as well as members of the Seminole and Creek tribes will be on hand to re-enact and provide a demonstration for the event. This will be designed to be a week-long event to promote the history and provide education opportunities. More details will be forthcoming as the planning develops.

9. **March 28 – Secretary of State Florida Main Street Award Nominations.** CMS submitted two nominations this year for the Secretary of State's Florida Main Street Awards:
 - *Outstanding Florida Main Street Sign/Display Project:* Chattahoochee Elementary School Banner Program.
 - *Outstanding Economic Restructuring Program or Project:* Galvanizing Gadsden Business Resource Symposium.

UPCOMING CALENDAR NOTES

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.
11. **April 5 – FMS Quarterly Report.** Due to Florida Main Street.
12. **April 7 – Opportunity Florida Strategic Plan.** This will be the 2nd regional group session.
13. **April 8-9 – Flea Across Florida.** Two-day Florida Panhandle tag-sale event along the US 90 corridor. This is an annual fundraising event for CMS and for participating organizations in the community. The event will be promoted on WTXL ABC 27 on April 4.
14. **April 21 – FMS Quarterly Meeting.** The next Florida Main Street quarterly meeting will be held in Orlando.
15. **April 27 – Opportunity Florida Plan Presentation.**
16. **May 2 – Gadsden County Non-Profit Funding Application.** Due for consideration in Gadsden County's 2016-17 budget.
17. **May 23-25 – National Main Street Conference (Milwaukee, WI).**
18. **May 27 – CSS Chattahoochee Commemoration.** This will be a commemoration of the 153rd anniversary of the tragic event.
19. **June - 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 lead 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 (2nd 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.