AGENDA
Griffin Main Street Program Board
November 18, 2026
100 S. HILL STREET, GRIFFIN, GA
W. ELMER GEORGE MUNICIPAL HALL
8:15 AM

Call to Order

Approval of Minutes

Consider the minutes of the Griffin Main Street Program Board Meeting on October 28, 2026

Citizen Comment

Financial Report

Review of the Main Street Fund ending October 31, 2026

Old and New Business

Review the 2023-2026 Main Street Workplan, determine the recommendation to the Board of Commissioners for the Downtown Council seat starting in 2027, and other topics from the Main Street Board Chair.

Update on Downtown Events, including Mistletoe Market, Christmas in Griffin/Tree Lighting, and the Hometown Holiday Parade. Discussion of 2027 initiatives, events, and sponsorships based on feedback from community partners and business owners. Update on Placer.AI as a Main Street tool. Reminder: Main Street Board Member breakfast following the meeting on November 18th and the first Wednesday Walkaround on December 2nd.

Partner Updates

Update from Downtown Development Authority Board Appointee

Update from Historic Preservation Commission Appointee

Update from Griffin Downtown Council Board Appointee

Update from Griffin-Spalding Chamber of Commerce Appointee

Update from Spalding County Commission Appointee

Update from City of Griffin Commission Appointee

Adjourn

AGENDA ITEM SUMMARY

ITEM SUMMARY:

Consider the minutes of the Griffin Main Street Program Board Meeting on October 28, 2026

Submitted By:

Carley Pope

Meeting Date:

18/11/2026

ATTACHMENTS:

Griffin Main Street Program Minutes October 2026.pdf

AFTER AGENDA
GRIFFIN MAIN STREET ADVISORY BOARD REGULAR MEETING
CITY OF GRIFFIN BOARD OF COMMISSIONERS
October 28, 2026
100 S. HILL STREET, GRIFFIN, GA
W. ELMER GEORGE MUNICIPAL HALL
8:15 AM

Present: Ross DeBono, Jason Chance, Gloria Berry, Kenneth M Moore, Brian Miller, Roxane C Wulf, Doug Hollberg, Kizzy M Watts, Reginald Watts, Danielle Hancock, Carley Pope Absent: Cindy Jones, Drew Todd, Josh Abernathy, Jennifer Freeman

Maggie Webb, Communications & Community Engagement Coordinator for the City of Griffin, was in attendance.

Call to Order

Quorum was established, and Chairman Jason Chance called the meeting to order at 8:15am.

Approval of Minutes

Consider the minutes of the Griffin Main Street Program Board Meeting on September 23, 2026

Motion/second to approve Roxane C Wulf/DeBono 9-0.

Citizen Comment

Financial Report

Review of the Main Street Fund ending September 30, 2026

Ross DeBono asked whether the Financial Report included funds from the Griffin Downtown Council. Doug Hollberg confirmed that remaining funds from the Griffin Downtown Council would be transferred to the Main Street Board after December 31, 2026.

Motion/second to approve Hollberg/Miller 9-0.

Old and New Business

Update on Main Street Workplan projects, Working Committees, and other topics from the Main Street Board Chair.

Jason Chance asked the board who had a copy of the Main Street Workplan and who had reviewed it. After discussion, the board decided it would receive a copy of the workplan at the November meeting to review and consider goals and working committees for 2027.

Update on Downtown Events including October 2nd Saturday, Downtown Trick-or-Treat, Mistletoe Market, and upcoming holiday events. Update on student art and downtown business video series. Recap of Eatonton Mainstreet Meetup. Discussion of the Downtown Council transition, including volunteer opportunities for former Downtown Council members and the future of the Downtown Council board seat. Discussion of proposed board engagement initiatives: bimonthly board brunch and Wednesday afternoon downtown business walkarounds.

Carley Pope gave an update on downtown events: the 2nd Saturday ARTober Fest was canceled, so we added art from students in the Griffin- Spalding School System; the Downtown Trick-or-Treat sponsored by United Bank will be Thursday, October 29th, from 4 -7PM with community partners and downtown businesses, and we expect 3,000+ attendees; 2nd Saturday Mistletoe Market is on Saturday, November 14th, from 4-7PM, with already 70+ vendors would have signed up online with a new setup plan to help connect the vendors with the storefronts for our first

holiday kickoff in downtown; in December we will host the Downtown Tree Lighting on Friday, December 4th, at 6PM with Christmas In Griffin, and then the annual Christmas Parade on 2nd Saturday Merry & Bright on Saturday, December 12th. Online sign-up for the Christmas Parade is already live. Reginald Watts addressed the lack of foot traffic toward South 6th Street for the Downtown Trick-or- Treat in years past. Chairman Chance acknowledged that the event map highlights that area for participants. Carley Pope also mentioned that a crossing guard would be at the intersection of Taylor Street and South 6th Street to help safely direct traffic that way. Roxane Wulf encouraged him and Kizzy Watts to connect with April Jett, owner of the new restaurant on South Hill Street, The Gathering.

Carley highlighted the social media video series she has been working on with downtown business owners and how it has helped promote the business and Downtown Griffin.

As the Downtown Council begins to close out its board, Carley discussed making time to meet with Doug Hollberg, Josh Abernathy, and Ross DeBono to discuss how things will continue to move forward and transfer to the Main Street Board, allowing volunteers to stay involved. Carley also asked how the Downtown Council's seat will be replaced. Doug Hollberg confirmed the bylaws would need to be updated once the City of Griffin Board of Commission approved the change. Hollberg suggested a downtown business or owner, with Chairman Chance suggesting another non -profit or arts related group. It was stated that the process would be providing a recommendation to the Board of Commission for the seat change. The board noted it could vote on the possible seat change at the next meeting, November 18th, because the regularly scheduled meeting date falls during the Thanksgiving holiday. This would allow time to place the recommendation on the City of Griffin Board of Commissioners' agenda for the December 8th meeting, with board appointments at the January 12th meeting.

Carley expressed her desire to get to know the board by meeting quarterly for lunch or hosting Wednesday Walk Rounds, inviting board members to join her in visiting downtown business owners. Chairman Chance acknowledged that he has walked with Carley to businesses in the past and encouraged other board members to do the same. Carley mentioned these ideas came from her Main Street Meetup in Eatonton. Her biggest takeaway was the level of board involvement in other cities, how they track event numbers, and helpful platforms to invest in for Main Street reporting.

Partner Updates

Update from City of Griffin Commission Appointee

Doug Hollberg gave an update for the City of Griffin Commission, including approval of the rollback millage rate and the upcoming meeting to review a possible firm to begin the hiring process for a new City Manager. Jennifer Freeman is the Interim City Manager. Last week marked the 20th Anniversary of the Stream Cleanup, continuing the Griffin Gives Back project, along with the Union Cemetery project.

Update from Spalding County Commission Appointee

Reginald Watts gave an update for the Spalding County Commission, including the rollback rate and confirmed services will remain the same. He mentioned the retirement of Kelly Carmichael and honoring her 30 years of service, as well as reminding the community of the Spalding County Finance Board on spaldingcounty.com, where residents can track spending to hold the County accountable.

Update from Griffin-Spalding Chamber of Commerce Appointee

Roane Wulf gave an update for the Chamber, including the success of the Cemetery Ramble after the date had to be changed because of the weather. Shop Local Express will be from November 14th-28th. Participating businesses will get a train. Shoppers will look for the train and take a photo to win prizes. The Chamber board retreat will be on December 1st, with the annual awards meeting in January 2027.

Update from Griffin Downtown Council Board Appointee

Doug Hollberg gave an update on the Griffin Downtown Council, including their final event, Feast on East, where

they recognized Ashleigh and Brett Upson for their community service. The board will come to a close at the end of December 2026. Ross Debono asked about the Downtown Council continuing the Chili Crawl, but it was acknowledged as a City hosted event for 2nd Saturdays.

Update from Historic Preservation Commission Appointee

No Historic Preservation update for this month.

Update from Downtown Development Authority Board Appointee

Jason Chance gave an update on the Downtown Development Authority, including the RFP for Heck Chapel on griffindda.com. He encouraged the board to visit the website to see the photos and information. Doug Hollberg asked if there was an update on the hotel project. Chance confirmed they are still on track to break ground in the first half of 2027.

Adjourn

Motion/second to adjourn by Miller/Roxane C Wulf 9-0.

AGENDA ITEM SUMMARY

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Review of the Main Street Fund ending October 31, 2026

Submitted By:

Carley Pope

Meeting Date:

18/11/2026

AGENDA ITEM SUMMARY

ITEM SUMMARY:

Review the 2023-2026 Main Street Workplan, determine the recommendation to the Board of Commissioners for the Downtown Council seat starting in 2027, and other topics from the Main Street Board Chair.

Submitted By:

Carley Pope

Meeting Date:

18/11/2026

ATTACHMENTS:

Work Plan 2023-2026.pdf

Griffin Main Street
2023-26 Workplan

Transformation Strategy 1: Pedestrian Experience
Why? *We aim to improve the pedestrian experience by beautifying the natural and architectural landscape.*
Goal
Create a more aesthetically pleasing pedestrian environment by partnering with business and property owners to attract visitors to their spaces through improved building facades and additional outdoor experiences.
Repeat Annual Responsibilities
• Improve and maintain the aesthetics of downtown • Improve vehicular flow of traffic • Market and identify parking opportunities in your downtown

TS1 Goal: *Create a more aesthetically pleasing pedestrian environment by partnering with business and property owners to attract visitors to their spaces through improved building facades and additional outdoor experiences.*	**Define Success:** Increase the number of visitors to Downtown Griffin by 10% by 2026.
	Partners: Chamber of Commerce, Art Beautification Committee, GSBTA

Task	Board Member/ Committee Responsible	Staff Responsible	Community Partner(s)	Due Date	Progress	Budget
Create A More Than Mural Project: Griffin Police Department Greenspace Project And North Hill Street Expansion • Welcome To Downtown Mural • Benches/ Trash Cans • Greenery • Free Little Library • Ribbon Cutting Event • Received Best Place Making Project Award	Art Beautification Committee, DTC, DDA	MSM, PW, C&CE	GSBTA, Chamber, GCA, SCTC, City Church	May 2023	Completed	$35,000
Walking Campaign, Get Your Walk On • Promote & Use Within Downtown Events • Partner With 2nd Saturdays For Connectivity • Print Rack Cards/ Maps	MS Promotions	MSM	Chamber Leadership Program	Fall 2024	Completed	$500
Bike Downtown • Audit current racks and locations • Bike fix-it station • Review ordinances for bikes	DDA	Planning, ED, GIS, PW		TBD	On Hold	
Research Communities' Lighting Policies/Ordinances	MS Design	MSM, ED Electric		TDB	In Progress	
Host Night Walking Audit	DDA	MSM, ED, PD		October 2024	Completed	$0
Develop *Light Up The Night* Campaign	MS Promotions	MSM, C&CE, Electric		May 2026	On Hold	
Designated Golf Cart Parking & Updated Signage 1. South 6th Street - Completed	MS Design	PW, ED		Fall 25	Completed	$100

2. ~~Bank and/or States~~ *(not possible due to one-way)*						
Sixth Street Parking Lot Revitalization (TAD Project) • Phase 1: Concept Review – Completed • Phase 2: Design – Completed • Phase 3: Acquire Property/ Wall – In Progress • Phase 4: Construction, 2027 • Phase 5: Beautification	DDA, MS Design	PW, ED, Electric, Staff Attorney		Move to Fall 26/Spring 27	In Progress	
State & West Bank Street Revitalization (TSPLOST Project) • Phase 1: Design and Engineering – Completed • Phase 2: Public Meeting, Q1 2027 • Phase 3: DDA Grant for HVAC System Relocation • Phase 4: Start Construction, 2027	DDA, MS Design	MSM, ED, PW, Electric, P&D, Water, Stormwater		Move to Fall26/ Spring 27	In Progress	
Taylor, 8th, & 6th Street Sidewalks, Planters, Upgrades (TSPLOST Project) • Phase 1: Concept Review – Completed • Phase 2: Design – In Progress • Phase 3: Public Meeting, Q1 of 2027 • Phase 4: Construction, 2027	DDA, MS Design	MSM, ED, PW, Electric, P&D, Water, Stormwater		Move To 2027-2030 Work Plan	In Progress	
Construction Work Zone Signage For Downtown Projects	MS Promotions	MSM, P&D, PW		Dec 2025	Completed	$500
Improve Connectivity Using Sidewalks And Potential Trail System. • Apply For Connectivity Grant (Griffin Greenway - starts at Welcome Center Downtown, DOT) - Completed • PW Goal includes adding sidewalks each year to increase connectivity – Completed • Ongoing planning of trails and connectivity *Note: Grant submitted but not received. P&D to submit in the future.*	DDA	ED, PW, P&D		March 2024	Completed	*Need Update
Implement Plan To Beautify Annex Parking Lot (Possible TAD Project) • Conduct Cost Assessment – Completed • Engineering Estimate – In Progress • MOU with Spalding County	DDA, MS Design	MSM, ED, PW, Electric, P&D, Water, Stormwater	Spalding County	Move To 2027-2030 Work Plan	In Progress	

Plan To Disseminate Façade Grants – $5,000 Exterior Improvements	DDA	ED		Ongoing	Completed	$25,000
Downtown Median Revamp And Beautification Project • Design – Completed • Implement – Completed • Maintenance – In Progress	MS Design	MSM, PW		Ongoing	In Progress	$12,193.26
Collect & Promote Griffin History • History In A Hurry Social Media Campaign – In Progress • Host Events in partnership with the Griffin Museum and City Archivist (GA Cities Week, CGA/ CGA JR) – Completed • 2nd Saturday Partnership with Historical Preservation Month – Completed • Participate/ Partner with Cemetery Ramble event at Historic Oak Hill Cemetery – Completed • Partner with Historical Society to highlight historical facts on downtown events, buildings, etc. – Completed	Art Beautification Committee	MSM, ED, P&D, C&CE, Griffin Archives, PW	Historical Society, Griffin-Spalding Chamber	Ongoing	In Progress	$1,000
					Total	

Transformation Strategy 2: Placemaking and Serving our community

Why?

We aim to create a sense of place for our locals and visitors alike.

Goal

Improve Community Buy-In in partnership with the City of Griffin's "One Griffin" campaign to bring diversity to downtown by highlighting volunteers, events, businesses, and projects.

Repeat Annual Responsibilities

- Attract locals & Visitors
- Attract & retain volunteers
- Communicate with business and property owners
- Engage your community partners
- Create shared goals for our downtown with equity and inclusion in mind

TS2 Goal: *Improve Community Buy-In in partnership with the City of Griffin's "One Griffin" campaign to bring diversity to downtown by highlighting volunteers, events, businesses, and projects.*		**Define Success:** 10% increase in diversity in volunteers and board members by 2026
	Partners: MS, DDA, & Griffin Downtown Council	

Task	Board Member/ Committee Responsible	Staff Responsible	Community Partners	Due Date	Progress	Budget
~~Bridging The Community – Light Up 6th Street Bridge~~ ~~• Pilot Project – possibly string lights~~ ~~*Note: The cost of the project will delay the task for the foreseeable future*~~	~~Art Beautification Committee~~	~~Electric~~	~~Chamber, GSBTA~~	~~Dec 2026~~	~~Removed~~	~~$1M+~~
Citizen Government Academy Youth Program		C&CE		June 2023	Completed	$1,000
Solidify Signature Events for Downtown	MS Promotions	MSM, ED, C&CE	DTC	Dec 2024	Completed	$0
Develop Working Agreement Between Griffin Downtown Council And City of Griffin For Staff Support: *MOU signed by both parties dissolving the DTC and COG Assumption of responsibility*	DTC	MSM, ED, Staff Attorney	DTC	Summer 26	Completed	$0
Add Downtown Highlights To COG Newsletter • Showcase New Businesses • Highlight Downtown Events	MS Promotions	MSM, C&CE		Ongoing	Completed	$0
Research Membership Program • Obtain list from ODD (Contact Info or BID)	MS Promotions	MSM, C&CE		TBD	On Hold	
Love Your Local Campaign • Combine w/ Chamber Shop Small Passport Campaign • Include In February 2026 2nd Saturday Event	MS Promotions	MSM	Chamber	Ongoing	Completed	$200
Online Business Directory	DDA	MSM, ED, IT		Ongoing		*Need Update

Design Board Orientation Process • Develop process for onboarding new board members		MSM		May 2024	Completed	$0
Downtown LIVE On Facebook • Promote Events & Businesses • Campaigns (Shop Local) • Education	MS Promotions	MSM, C&CE	DTC, Downtown Business Owners	Ongoing	Completed	$0
Create Program To Recruit Volunteers • Volunteer Website Form • Research Macon's Hype Team • Develop Program Concept • Present Program Concept To Board For Recommendations • Begin Program In January 2027	MS Promotions	MSM, City Ambassadors	DTC	Fall 2026	Completed	$0
Placemaking Project: Swing Tables • Add Two Swing Tables • Maintenance/ Repainting	MS Design/ Promotions, Art Beautification Committee	MSM, C&CE	Chamber, GSBTA, Boy Scouts	Spring 2024 Spring 2026	Completed	$10,000
Placemaking Project: Playground at Welcome Center • Phase 1: Find Funding, Apply For Grants • Phase 2: Order Equipment • Phase 3: Groundbreaking • Phase 4: Rotary Volunteer Project, Train Viewing Platform • Phase 4: Ribbon Cutting	MS Design	MSM, C&CE, PW	Griffin Rotary Club, Chamber	Spring/ Summer 2026	Completed	$300,000
Placemaking Project: Lots Between Slaton & Broad Street • Phase 1: Transfer from DDA to COG – Completed • Phase 2: Design – Completed • Phase 3: Funding – In Progress *Note: In conjunction with the playground project*	MS Design, DDA, Art Beautification Committee	MSM, C&CE, PW		Move To 2027-2030 Work Plan	In Progress	
Host Quarterly Downtown Business Events • Create Business Buy-In / Survey Businesses For Feedback – In Progress • Host Education Workshops / Meet & Greets In 2027	MS Promotions, DTC, DDA	MSM, C&CE, P&D	Chamber	Ongoing	In Progress	

		Total	

Transformation Strategy 3: Business Activation & Development

Why?

We aim to educate existing and future business owners on how to be successful in our downtown.

Goal

Optimize Redevelopment of Underutilized Buildings and Vacant Land by Promoting and Expanding Business Development and Incentives

Repeat Annual Responsibilities

- Market incentives
- Apply for grants
- Encourage & incentivize property development
- Diversification of business
- Marketing & outreach programs and opportunities
- Programs & events
- Business recruitment

TS3 Goal 1: *Optimize Redevelopment of Underutilized Buildings and Vacant Land by Promoting and Expanding Business Development and Incentives*		**Define Success:** DDA purchase and redevelopment of underutilized buildings or spaces by 2 before December 2026.
	Partners: MS & DDA	

Task	Board Member/ Committee Responsible	Staff Responsible	Community Partner	Due Date	Progress	Budget
Research Facade Grant Application Process • Talk to other communities about how they administer their program	DDA	MSM, ED		Move to 2027-2030 Workplan	In Progress	
Develop Building Inventory that Identifies Properties with Maintenance Needs and Catalogs Those Needs • Night Walking Audit – Completed • Determine process and program needed	DDA, MS	MSM, ED, P&D, PD, Fire		Ongoing	In Progress	
Market Façade Grant Program	DDA	MSM, ED, C&CE	ECG	Ongoing	Completed	$100 per cycle for printing
Gain more knowledge on the Incentive Program • Invite Planning & Development to annual Main Street Meeting to discuss program	DDA	MSM, ED, P&D		Ongoing	Completed	$0
Find ways to grow and financially support an increase in the Business Assistance grant. *Note: Grant amount increased from $1000 to $5,000 in Winter 26* *Note: FY23 budget increase, FY24 budget increase, FY25 budget did not change, FY26 budget did not change, FY27 budget did not increase*	DDA	ED, MSM		Ongoing	Completed	$39,000
Restart/Revamp Revolving Loan Fund	DDA	ED		Feb 2024	Completed	$20,000

Update Starting A Business Guide/ Rack Cards • Update Information • Prinit Updated Materials	MS, DDA	MSM, C&CE, P&D, City Ambassadors		Dec 2024	Completed	$500
Educate and Market Incentive Programs To Public Through Printed Materials & Promotions • Tax abatement tied with job creation • Alcohol license waiver program • Utility waiver program *Note: Added to updated Starting a Business Guide + Updated rack cards September 2024*	MS Promotions, DDA	MSM, ED, P&D, C&CE, City Ambassadors		Oct 2024	Completed	$500
Create Marketing Materials For Vacant Storefronts • Vacant building campaign	MS Promotions, DDA	MSM, ED, P&D, PW, C&CE	ECG	Ongoing	In Progress	
Request Placer Info from GA Power • Didn't receive; looking to fund it through DDA/ Main Street Program in 2027		MSM, ED		Ongoing	Completed	$0
Update Downtown Griffin Page On COG website • Include Marketing For Available Properties	MS Promotions	MSM,C&CE, IT		Ongoing	Completed	*Need Update
Define Area To Redevelop – One Block At A Time • Phase 1: Broad Street Block • Phase 2: Northside School • Phase 3: North Hill Street & Thomaston Mills	Design, DDA	MSM, ED, P&D, GIS	ECG	Ongoing	In Progress	FY23: $250,000 FY24: $400,000 FY25: $400,000 FY26: $400,00 FY27: $250,000
Develop a Flex Grant for large redevelopment projects in the DDA District	DDA	ED		Ongoing	Completed	FY27: $200,000
Market Field Next to HCH for Hotel *Note: marketing phase- Contract with Griffin Stafford to build a Courtyard by Marriott*	DDA, MS Design	ED, P&D	ECG	Spring/ Summer 24	Completed	*Need Update
Expand DDA District to include Experiment to UGA	DDA	ED, P&D		Jan 2024	Completed	$0
Bond Project with Thomaston Mills	DDA, URA	ED, MSM, P&D		Winter/ Spring 2024	Completed	$50M

Purchase program to add a building and sites section to the City of Griffin website to market available properties.	DDA	ED, IT		Fall 2024	Completed	$4,500 Annually
Downtown Griffin/City of Griffin Booth display for ED events and trade shows	DDA	MSM, ED	GSBTA	Summer/ Fall 2025	Completed	$2,000
					Total	

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18/11/2026

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Update from Downtown Development Authority Board Appointee

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Update from Historic Preservation Commission Appointee

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