



**Minutes**  
**City of Hartsville, South Carolina**  
**Main Street Hartsville Advisory Board Meeting**  
**Monday, April 10, 2023 – 5:30 PM**  
**City Council Chambers, City Hall, 100 E. Carolina Avenue**

PURSUANT TO FREEDOM OF INFORMATION ACT SC CODE 30-4-80: WRITTEN NOTICE WAS DELIVERED TO THE PRESS BY EMAIL ON THURSDAY, APRIL 6 AND DULY POSTED AT CITY HALL LOCATED AT 100 E. CAROLINA AVENUE AND ON HARTSVILLESC.GOV. CITY HALL IS AN ACCESSIBLE FACILITY, FOR ASSISTANCE CALL 843-917-0602.

**Members present:** Lauren Baker, Brad Carr, Kat Davis,

**Members absent:** Brandi Wheeler

**Staff:** Main Street Hartsville Manager, Matt Winburn; Director of Tourism and Communications, Michelle Byers Brown; Special Events Coordinator, Joel McCall

1. **CALL TO ORDER AND WELCOME**

Board Chair, Kat Davis, called the meeting to order at 5:33p.m. and welcomed all in attendance.

2. **APPROVAL OF MINUTES FROM PREVIOUS MEETING**

Baker made a motion to approve the minutes from the previous meeting, with a second from Carr. No discussion or amendments were made. Motion approved by all.

3. **MAIN STREET MANAGER UPDATE**

- Winburn informed the board that Chelsea Henry had stepped down from the Main Street Hartsville Advisory Board and thanked her for her willingness to serve.
  - 3..1 Next steps: City Council will review applications beginning in May and will make appointments in June. Winburn asked this board to encourage potential members to apply.
- Next Merchants Meeting is April 27<sup>th</sup>, 6:30pm at the Edition. A big focus will be on the relationship between Coker University and the downtown community.
- Winburn announced that the April Farmers Market had been canceled due to rain, and that the next scheduled Market is May 13<sup>th</sup>.
- Winburn spent time reviewing his trip to Boston, and highlighted his biggest takeaways that can be implemented here in Hartsville:
  - 3..1 Use of Unused space (empty lots and buildings)
  - 3..2 Economic incentives- While the City of Hartsville does offer some small-scale economic incentives, what are other incentives we can offer that align with our mission?
  - 3..3 DEI Efforts- While the City of Hartsville has made strides in its efforts to make the City more welcoming and encompassing of everyone, we are still missing key opportunities.
- Finally, Winburn reported that we would be having a summer break, and that after our May meeting, we would not meet again until August.

4. **MAIN STREET HARTSVILLE MISSION STATEMENT REVISION**

Winburn reported that, in anticipation of a new set of Main Street National Standards, the Board should consider the revision of the Main Street mission statement. The current mission statement is as follows:

“The mission of Main Street Hartsville, a program supported by the City of Hartsville, is to preserve, manage, promote, and enhance the development of Hartsville’s historic downtown.”

After discussion from the Board, the following mission statement was presented as the new statement:

“Supported by the City of Hartsville and powered by the strength of community involvement, Main Street Hartsville enhances, promotes, and preserves Downtown Hartsville as a vibrant, diverse, inclusive, and sustainable destination for the benefit of the entire community.”

The Board agreed to vote on this new mission statement at the next meeting.

5. **MOTION TO ADJOURN THE MEETING AT 6:06 PM.**

Motion: Carr; Second: Baker; Carried: All Ayes

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**Kat Davis, Main Street Hartsville Advisory Board Chair**

Attest \_\_\_\_\_  
**Matt Winburn, Main Street Hartsville Manager**