Monthly Key Accomplishments – March 2011

- **County Gateway Signage:** A request was received to develop gateway signage. A signage packet was created and presented to the Council, feedback was received, and additional adjustments were made to the renderings. A final rendering was selected for implementation by the Council. Information was shared with the Executive Director about one funding source, the GA DOT GATEway Grant Program. This grant program focuses on landscape enhancement around signage, and does require matching funds.

- **Americus Wayfinding and Signage: Information, Process and Toolbox:** During economic development discussions, the Council asked for assistance in determining if the appropriate signage is available in downtown Americus, if it directs visitors as needed, etc... A toolkit was developed to help the Council work through this process.

- **Customer Service Training of Frontline Employees:** During economic development discussions, the Council asked for consideration of training for front line employees in local businesses. A graduate level class at the UGA School of Public and International Affairs is developing a survey to gauge the willingness of local business managers and owners to support such training. The survey will be available by June 2011.

- **Community Calendar Development:** During economic development discussions, the Council asked for discussions of developing a community calendar. This has also been a discussion topic for the Sumter Archway Executive Committee. A roundtable meeting has been called for March 23rd to further discuss this topic and the Council has been invited to participate.

- **Magnolia Highway Website Review:** The Council asked for a review of the Magnolia Highway website. Two Archway graduate assistants visited Americus and facilitated a discussion of the site with a committee appointed by the Council (Melanie Grace, Kat Mouringhan, and Mandy Young). A PowerPoint presentation was used as a discussion guide, and Melanie Grace took notes and shared them with the Council during the February 2011 meeting. The Council now has discretion to implement the suggested changes.

- **Real Georgia Website Review:** The Council asked for a review of the Real Georgia website. Two Archway graduate assistants visited Americus and facilitated a discussion of the site with a committee appointed by the Council (Melanie Grace, Kat Mouringhan, and Mandy Young). A PowerPoint presentation was used as a discussion guide, and Melanie Grace took notes and shared them with the Council during the February 2011 meeting. It was determined that it would be best to create a new site rather than update the current site due to coding, etc... given the date of creation of the site. Barbara Grogan has reached out to faculty at GSW to inquire about the possibility of students in the GSW School of Computing and Mathematics addressing this project. If not, an MIS group from UGA will address this project in the Fall 2011 semester.