Meeting Notes – Jan. 23, 2024

The LaFayette Rotary Club met on Tuesday, January 23, 2024, for its weekly meeting. Rotarian DeAnna Hand brought us our program. DeAnna is the Executive Director of Main Street LaFayette. She shared two handouts with the club, Main Street LaFayette's Annual Report 2023 and Projects and Awards 2023.

Some of the highlights from the past year include:

* Four new/relocating businesses
* 21 net new jobs created
* 2,350 volunteer hours
* $130,600 public dollars invested
* $202,900 private dollars invested
* Opportunity Alabama chose the city of LaFayette for their Community Growth Accelerator program. The program is designed to identify and implement creative ways to improve the quality of our town and its economic vitality.
* The Economic Entrepreneurial Ecosystem (through Main Street America) chose LaFayette as a pilot program and grant recipient. The focus will be on ecosystem development.
* The Coosa Valley RC&D Council awarded a $5,000 grant which will be used to fund a new entrance sign on Highway 50.
* Main Street LaFayette worked in partnership with our own LaFayette Rotary Club to secure a $2,400 grant which will be used to purchase and install city benches in the downtown area.
* The Alabama Department of Tourism and Senator Randy Price awarded a $3,900 grant which was used for the Portraits of Honor Ceremony. This ceremony honored the instrumental leaders and legacies of LaFayette's rich history.

Main Street LaFayette hosted the following events during 2023:

* Food Truck Festivals
* Game Day Shop Local Campaign
* Community Coffee Hours
* Portraits of Honor Ceremony
* Love LaFayette Event
* Downtown Outdoor Movie Night
* Cookie Crawl

LaFayette has experienced many benefits from the Main Street LaFayette initiative:

* Increased Revenue
* Decreased Property Vacancy Rate
* Showcasing of our Downtown
* Support of Local Businesses
* Community Engagement
* Physical Improvements made possible from Public and Private Sources

Diane Sherriff