



A G E N D A
DEVELOPMENT AUTHORITY/MAIN STREET BOARD OF
DIRECTORS
February 16, 2022 at 4:00 PM

Call to Order

Approval of Minutes

1. Approval of December Minutes
2. Approval of January Minutes

Old Business

3. Placer Ai.
4. Sewer Pump Box Project
5. Tybrisa Street Updates

New Business

6. Billboard Program
7. Brochure
8. Locals Discount Card

Upcoming Events

9. Visit Tybee Business Mix & Mingle
10. Main Street Meet Up
11. Irish Heritage Parade
12. Tybee Island Business Job Fair

City Manager Comments

Adjournment

P.O. Box 2749 – 403 Butler Avenue, Tybee Island, Georgia 31328-2749
(866) 786-4573 – FAX (866) 786-5737
www.cityoftybee.org





**Tybee Island Main Street/Development Authority
Meeting Minutes, November 17, 2021**

Attendance:

Present: Sarah Bernzott, Cate Campbell, Bill Garbett, Susan Kelleher, Cassidi Maria Lancaster, Beth Martin, Charissa Murray, Michelle Owens, Kelly Swope

Absent: Jay Burke, Michael Flores

Observer: Carol Nathan, Forever Tybee, Jan Will, North Campbell Subdivision, Dillon Patel, Dunes Inn

Next meeting:

January 19, 2022, 4:00 PM

Call to Order

Meeting called to order at 4:04 PM

Michelle Owens introduced the new Main Street Director, Cassidi Kendrick. Cassidi is from Augusta, GA, graduated from Georgia Southern University and most recently worked as the Main Street Director in Enterprise, Ala.

Approval of Minutes

Beth Martin made a motion to approve the minutes of November 17, 2021. Kelly Swope seconded the motion. The motion passed unanimously.

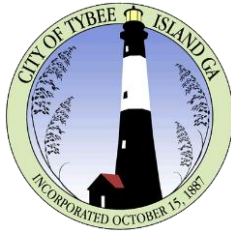
Financial Update

Michelle Owens reviewed November expenditures of \$18,479.00 and explained that they are always higher than normal this time of year due to all of the Christmas preparations and events. Big ticket items included \$11,000 for Christmas light replacement and installation by Barrett Landscaping and \$4,375 for stage rental for the tree lighting celebration.

Old Business

Membership applications –

- Dillon Patel. Beth Martin made a motion to recommend Dillon Patel to City Council for a voting seat on the Main Street board. Kelly Swope seconded the motion. Motion passed unanimously.
- Sue Jackson – Sarah Bernzott made a motion to appoint Sue Jackson to a non-voting (ex-officio) seat on the Main Street board. Beth Martin seconded the motion. Motion passed unanimously.



New Business

The board tentatively selected Jan. 6, 2022, 10 a.m. to 1 p.m. as the day for its annual strategic planning day.

Committee Reports

Promotions –

The board reviewed the holiday events. Most feedback on the tree-lighting, parade and elf sightings have been positive to date. The board discussed potential events for 2022 including St. Patrick's Day and a Kite Festival. They would like to have an event at North Beach since the south end already is the site of several events.

Michelle showed the board Christmas swags from years past and said DPW wants to know if they should keep them or throw them away. The board will ask DPW to keep the decorations. Main Street can store the decorations off site so that DPW can have room for existing decorations.

Economic Vitality -

The board would like this committee to address the issue of pop-up events and find an effective way to ensure all businesses know which ordinances and policies they need to follow.

Jan Will would like the board to support her efforts to highlight Tybee's railroad history. She is working with train enthusiasts and museums to obtain a train car or a train exhibit for Tybee. She would like to host a meeting of all interested stakeholders in January. All board members present encouraged Jan in her efforts and offered to assist as necessary.

Adjournment:

Meeting adjourned at 5:20 p.m.



**Main Street/ Development Authority Board of Directors
Meeting Minutes**

Date & Time: January 19, 2022 10:25AM

Present: Beth Martin, Kelly Swope, Michael Flores, Dillon Patel, Charissa Murray, Sue Jackson, Susan Kelleher, Maria Lancaster, Michelle Owens, Cassidi Kendrick

Absent: Cate Campbell, Sarah Bernzott, Bill Garbett, Jay Burke

Observers: Forever Tybee

Location: Burton 4H Center

Call to Order

The meeting was called to order by Cassidi Kendrick at 10:25AM

Approval of Minutes

Minutes for the December 2021 meeting will be approved at the February 2022 meeting.

Old Business

Cassidi Kendrick notified the board that the City is moving forward with purchasing Placer.ai. This tool will be available for Main Street and other city departments to pull reports and analyze data.

New Business

Charissa Murray and Maria Lancaster agreed to serve another two year term on the Main Street/DDA Board as ex-officio members.

Cassidi Kendrick mentioned that the City Council would like Main Street to assist with a project of decorating the Sewer Pump boxes around the island. The design committee will work on this project.

Adjournment

Meeting adjourned at 11:15AM and transitioned to the annual planning session.