



AGENDA

DEVELOPMENT AUTHORITY/MAIN STREET BOARD OF DIRECTORS February 17, 2021 at 4:00 PM ZOOM CALL

Call to Order

Approval of Minutes

1. 01-20-21 DA-MS Minutes

Old Business

2. GEMS Update
3. Vice Chair Position

New Business

4. Small Business Training
5. 2021 Work Plan

Financial Report

Committee Reports

Adjournment

JOIN ZOOM CALL

<https://zoom.us/j/92113040777?pwd=bmlBY0R4SEhnVmFBUmFud2pVRDNuQT09>

Meeting ID: 921 1304 0777

Passcode: 106232

ANNOUNCEMENTS/REMINDERS

Development Authority/Main Street Board of Directors meeting, March 24, 2021 (Meeting moved to 4th Wednesday due to St. Patrick's Day holiday.)



**Tybee Island Main Street/Development Authority
Meeting Minutes, January 20, 2021
Location: Zoom Video Call (recording available)**

Attendance:

Present: Sarah Bernzott, Michael Flores, Bill Garbett, Susan Kelleher, Beth Martin, Charissa Murray, Michelle Owens, Kelly Swope

Absent:, Cate Campbell, Jay Burke, Maria Lancaster

Guest: Carol Nathan, Forever Tybee

Next meeting:

February 17, 2021, 4:00 p.m., Zoom Call

Call to Order

Meeting called to order at 4:01 PM

Welcome & Introductions

New board member Beth Martin introduced herself. She co-owns Tybean Art and Coffee Bar.

Old Business

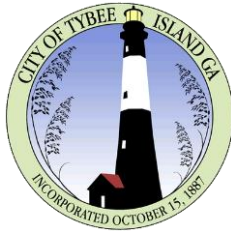
- a. Michelle Owens has submitted the annual assessment and Georgia Exceptional Main Street (GEMS) application to the state Main Street office. The next step is for Michelle to make a presentation to the state via Zoom.
- b. Michelle completed and will be submitting the Main Street Forward Award Application before the deadline.
- c. The Annual Planning Day is Jan. 28 to develop the annual work plan
- d. Mandatory board training sessions are all online now at state Main Street web site.

New Business

- a. Crystal Travaille resigned her board position with two years left in the term. Michelle will advertise the opening.
- b. The board needs to elect a Vice Chair

Financial Report

Michelle reviewed program expenditures from December 2020. First report shows calendar year report of 2020 expenditures. Second report shows expenditures from the Development Authority bank account.



Approval of December Minutes – Moved down agenda pending quorum. Kelly Swope joined the meeting to make a quorum.

Susan Kelleher moved to approve the minutes from December. Sarah Bernzott seconded. Unanimously approved.

Committee Updates

Promotions – Website will go live next week. The new domain name is tybeeislandmainstreet.org

Design – Need to address issue with elevated planters on light poles. One crashed to the ground recently. Public Works Dept. says the planters are too heavy for the poles.

Economic Vitality – Main Street received a \$10,000 Innovation Grant from Main Street America (MSA) to offer digital marketing and ecommerce training to local businesses. Michelle Owens is working with the UGA Small Business Development Center to develop curriculum. The grant agreement is being finessed by city attorney and MSA attorney.

Adjournment:

Kelly Swope moved to adjourn. Susan Kelleher seconded. Unanimously approved. Meeting adjourned at 4:28 p.m.