



AGENDA
DEVELOPMENT AUTHORITY/MAIN STREET BOARD OF
DIRECTORS
June 16, 2021 at 4:00 PM

Call to Order

Approval of Minutes

1. Minutes from May 19, 2021

Old Business

2. Mural Guidelines
3. Events Calendar 2021-22
4. Board Training Opportunities
5. Board Vacancies

New Business

6. Info Hut Update

Financial Report

Committee Reports

Adjournment



**Tybee Island Development Authority/Main Street
Meeting Minutes, May 19, 2021
Location: Zoom Video Call (recording available)**

Attendance:

Present: Sarah Bernzott, Cate Campbell, Michael Flores, Bill Garbett, Maria Lancaster, Susan Kelleher, Charissa Murray,

Absent: Jay Burke

Guest: Carol Nathan, Forever Tybee

Next meeting:

June 16, 2021, 4:00 p.m.

Call to Order

Meeting called to order at 4:00 p.m.

Approval of Minutes

Kelly Swope motioned to approve the March 2021 minutes. Beth Martin seconded the motion. Motion passed unanimously.

Michael Flores motioned to approve the April 2021 minutes. Kelly Swope seconded the motion. Motion passed unanimously.

Old Business

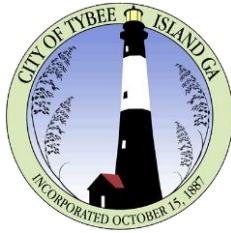
Special Events Calendar –

Michelle Owens informed the board that the city will most likely host its annual July Fourth Fireworks show. The contract is on the next city council agenda for action. This means the Main Street night time Christmas Parade can proceed. She suggested the board begin thinking about other events for the upcoming year.

Charissa Murray updated the board that Pirate Fest was cancelled for 2021 due to lack of adequate funding and sponsorships.

The board would like to plan an arts event, story walk and an Elf on the Shelf © promotion. The board would also like to consider supporting Tybee Days, a music and dance event on the pier in November. This event is being planned by several local groups.

The board will schedule a sub-committee meeting to finalize an event schedule



Murals – Michelle submitted an application for a text amendment of the zoning ordinance to include the C-2/SE district as an allowable location for murals. Murals already exist in this area but the code does not reflect that.

Michael Flores updated the board that he is ready to install a mural on a wall near his business.

The board will look at updating mural guidelines as well.

Parking Pass Update – Michelle has met with the city manager and parking services manager to discuss a discounted parking option for local businesses to use for its employees. The city has agreed to consider a pilot program using the app only to offer a discount option for businesses. Parking Services will check with the app developer to see what steps are required to create the discount.

New Business

No new business to report

Financial Report

Michelle updated the board on expenditures for April 2021. She transferred \$4,000 from the travel line and split it between supplies and advertising to help cover the costs for printing window clings and magazine advertisements.

Charissa Murray informed the board that the window clings have already shipped. The clings will have the Main Street logo and a QR code that links to the Main Street website business listings. The transferred funds will also cover costs to advertise in the “Where to Eat” guide and the Beachcomber.

Committee Updates

There is nothing to report under committee updates.

Adjournment:

Meeting adjourned at 5:07 PM



MURAL GUIDELINES *(in accordance with City of Tybee Island Ordinance 2014-34A)*

INTRODUCTION

Thank you for your interest in having a decorative mural for your business in the City of Tybee Island. Mural projects are an investment in cultural capital that goes far beyond tourism, improved aesthetics, increased business traffic and building occupancy, and eradication of blight. Murals are an investment in a city's unique identity and its cultural cohesiveness, and contribute to its public art.

To effectively implement a successful mural program, which will ensure consistency and aesthetic value in the community; it is important that applicants adhere to the following guidelines, which will ensure the best possible results. The application process and guidelines that follow are intended to provide mural applicants with a reasonable process that will safeguard the interests of the community, as well as those of the individual property owner.

Allowance of painted, decorative murals is intended to extend public art into commercial areas of the City of Tybee Island in order to enhance the cultural experience of the public.

Applications for mural designs on privately-owned commercial buildings in the City of Tybee Island must be approved by the Development (Dev'l) Authority / Main Street Board of Directors through the Mural Design Review Application approval process described below.

To make an appointment for reviewing the resource material, mural review for approval, and / or for further information, please contact the Tybee Island Dev'l Authority / Main Street Executive Director at (912) 472-5071 or cmorton@cityoftybee.org.

COMMERCIAL BUILDING MURAL PROGRAM GUIDELINES

1) Theme / Design Criteria:

- a) Murals on privately-owned buildings must reflect the character, culture and history of the area/neighborhood. Murals will adhere to creative themes including: vintage / historic Tybee Island (photos for reference are available through the Tybee Island Historical Society and / or the Dev'l Authority / Main Street Office) Tybee beaches / ocean, nature scenes. An emphasis should be reflective of the specific area /neighborhood.
- b) Appropriate thematic and other relationships to the surrounding environment.
- c) Appropriateness of scale.
- d) No signage or subject matter that could be construed as advertising, copy, symbols or references directly promoting any product, business, brand, organization, service, cause, or political messages.

2) Site Selection Criteria:

- a) The building owner submits a letter of request with proposed mural details to the Dev'l Authority / Main Street Executive Director for consideration. The request must include the proposed idea or theme; a photograph of the wall on which the proposed mural will be created; and photographs of the surrounding area, including structures immediately adjacent to the building. The letter must include proof in writing that the required private funds and/or in-kind contributions are secured, as well as, a 5-year maintenance plan.
- b) The submittal must include a letter from the property owner (if different from applicant) confirming their approval of the proposed mural to be on their building and acknowledge they are responsible for upkeep.

3) Planning / Considerations:

- a) Once a mural is painted in an outdoor location, it becomes public art. There are a number of factors that need to be taken into consideration before a mural is started.
- b) The artist and the building owner should agree upon the content of the mural with an estimate of the cost.
- c) A written contract should be signed between all parties involved, i.e. artist, building owner or leaser) prior to work beginning.
- d) The contract should designate the lifetime of the mural (three, five, seven or other, agreed upon years) that the mural will be left undisturbed, after which the mural can be painted over without penalty.
- e) Consider the location of the wall in which to attach plywood for the mural to be displayed.
Reasoning for plywood / maintaining the integrity of a building...For historic buildings and districts, careful consideration of the historic fabric and historic setting should be considered. Murals should not compromise the character defining features of a historic building or district, as this may compromise its eligibility for the National Register of Historic Places now and / or in the future. In some cases, attaching plywood to the exterior of buildings can help protect historic fabric, but can also cause other preservation issues if not maintained.
- f) Investigate the different paints available and strive for the most durable.
- g) Determine who will maintain the mural if the work is damaged and / or needs attention.
- h) Take into account the surrounding businesses and residents when planning the mural.

4) Mural Making Process:

- a) When painting a mural, it is important to choose an appropriate wall and location. Protecting the integrity of buildings on Tybee Island is of utmost importance; therefore, plywood* must be attached to the building for the mural to be painted. Water leaks and cracks in the plywood may have adverse effects on the mural and should also be avoided. Murals, which face direct sunlight during the daytime hours fade and peel much faster than those which do not get direct sunlight or are protected by overhanging architecture. Murals located in heavily trafficked areas will be subject to more smog, dirt and chemicals which may change the colors of the original paint.
- b) Before painting, it is highly recommended that the surface be cleaned thoroughly. The cleaner the surface is, the longer the mural will last. After the surface has been cleaned, a coating such as gesso should be applied to create a smooth and consistent surface to which the paint can bond. Surface preparation, materials, paint, and anti-graffiti coating should be compatible with each other as well as with the surface. Consult manufacturers of products for specific information. One type of paint that may be used is mineral paint because it bonds extremely well with the wall and should last many years. Paint should be applied thinly and evenly. Thick layers of paint take longer to dry and tend to peel quickly.
- c) It is recommended that a protective anti-graffiti coating be applied to murals to protect them from graffiti and vandalism. Several products that employ a sacrificial coat to the mural surface are on the market. Some coatings may crack, bubble, fog, yellow or otherwise alter the colors on the mural. Therefore, a layer of varnish may be applied to the finished mural first to isolate and protect the paint layer.
- d) Consistent maintenance is extremely important to the durability of outdoor murals. It is recommended that a regular maintenance plan be devised for each mural.

5) Mural Design Approval Process

- a) Mural proposals are initially reviewed by appointment with the Dev'l Authority / Main Street Executive Director.
- b) The complete mural submission will be reviewed at the next scheduled Dev'l Authority / Main Street Design Committee meeting for a recommendation to be considered at the next scheduled Board of Directors meeting. The applicant is encouraged to attend the meetings.
 - i) The Design Committee meetings are typically held the 1st Thursday of each month at 6pm. The Board of Directors meetings are typically held the 3rd Wednesday of each month at 6pm. Both meetings are held in the Tybee Island City Hall Auditorium at 403 Butler Avenue.
- c) A complete Mural Design submission must include the following:
 - (1) Written description of proposed design, site, surface preparation, materials and processes to be used (including anti-graffiti treatment), individual/groups involved in the mural design, and/or preparation, and parties responsible for subsequent maintenance. Ideally, a separate maintenance plan should be included.
 - (2) Written permission to proceed with the project, including any additional requirements, from the property owner.
 - (3) Color scale rendering (no larger than 8-1/2" x 14") of proposed design, including any text.
 - (4) Photographs of the proposed site and physical surroundings
 - (5) Timeline for completing the project
 - (6) Documentation of finished work. Photographic documentation of completed projects is required for our records.

PLEASE NOTE: Once the Tybee Island Dev'l Authority / Main Street Board has approved the proposed mural design, the artist may not make additional changes to the design without returning to the Design Committee for recommendation of Board approval of the changes prior to implementation of the mural. During the review process, Directors may make recommendations to meet the intent of the mural guidelines and better assist the applicant. In the event that the applicant fails to receive Dev'l Authority / Main Street Board approval for submitted mural design, s/he may appeal this decision to the City Council.

6) General Definitions:

Gesso – A traditional mix of glue binder, chalk, and white pigment, used to coat rigid surfaces (e.g. wooden painting panels) as an absorbent primer coat substrate for painting.

Sign – An advertisement through graphics or text identifying a specific business, product, or service.

Mural – A singular hand-painted work of art with graphics related to artistic design for public display.

TYBEE INFO HUT DAILY VISITOR STATE OF ORIGINS LOG SHEET AND QUESTIONS ASKED

Date: May 20-23, 27-31, 2021

9 day total: 686 United States, 8 international visitors

ALABAMA _____	30
ALASKA _____	0
ARIZONA _____	2
ARKANSAS _____	3
CALIFORNIA _____	13
COLORADO _____	8
CONNECTICUT _____	4
DELAWARE _____	0
DISTRICT OF COLUMBIA (DC)	3
FLORIDA _____	17
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GEORGIA _____	229
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HAWAII _____	0
IDAHO _____	2
ILLINOIS _____	40
INDIANA _____	15
IOWA _____	1
KANSAS _____	0
KENTUCKY _____	6
LOUISIANA _____	2
MAINE _____	2
MARYLAND _____	7
MASSACHUSETTS _____	12
MICHIGAN _____	13
MINNESOTA _____	12
MISSISSIPPI _____	1
MISSOURI _____	20
MONTANA _____	0
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Vacation Planners _____	0
ATM locations _____	3
Bike Rentals _____	1
Chairs/Umbrella rentals _____	10
Lodging _____	1
Parking _____	27
Pets _____	4
Restaurants _____	33
Restrooms _____	69
ATM _____	3
Showers _____	8
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NEVADA _____	0
NEW HAMPSHIRE _____	0
NEW JERSEY _____	4
NEW MEXICO _____	0
NEW YORK _____	26
N. CAROLINA _____	27
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N. DAKOTA _____	2
OHIO _____	29
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OKLAHOMA _____	7
OREGON _____	0
PENNSYLVANIA _____	16
RHODE ISLAND _____	0
S. CAROLINA _____	21
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S. DAKOTA _____	0
TENNESSEE _____	48
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TEXAS _____	34
UTAH _____	1
VERMONT _____	0
VIRGINIA _____	14
WASHINGTON _____	3
WISCONSIN _____	12
WEST VIRGINIA _____	0
WYOMING _____	0
UNKNOWN LOCATION	0
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INTERNATIONAL	
CANADA _2, Mexico 2, Puerto Rico 2 _____	
ENGLAND (UK) _____	
GERMANY _2 _____	
FRANCE _____	
OTHER COUNTRIES (LIST) ___ Chibna 1 _____	
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Tybee Attractions:	
Ft. Pulaski _____	2
Lighthouse _____	7
Marine Science Center _____	
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Savannah _____	7

