



AGENDA
DEVELOPMENT AUTHORITY/MAIN STREET BOARD OF
DIRECTORS
May 18, 2022 at 4:00 PM

Call to Order

Approval of Minutes

- [1.](#) April 20, 2022 Minutes

Old Business

- [2.](#) Proposed Program Guidelines

New Business

3. Intern

Committee Updates

4. Promotion
5. Economic Vitality

Upcoming Events/ Announcements

Adjournment

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



Date & Time: April 20, 4:00 PM

Absent: Jay Burke, Sue Jackson

Present: Beth Martin, Michael Flores,
Charissa Murray, Susan Kelleher, Cassidi
Kendrick, Bill Garbett, Cate Campbell,
Sarah Bernzott

Observers: Carol Nathan

Location: Public Safety Conference Room

Call to Order

The meeting was called to order by Cassidi Kendrick at 4:03pm.

Approval of Minutes

Minutes for March 23th meeting passed, motion by Susan K. and second by Cate C.

Old Business

None 770-547-1287

New Business

Main Street Intern- New intern from Georgia Southern University will be hopefully starting in the middle of May. Position is unpaid, however the DDA/ Main Street Board could provide a stipend or scholarship. The student will receive class credit for the internship, it is 200 work hours. Cassidi will look into a parking pass for the intern. The intern's primary responsibility will be digital marketing and social media as well as attending various board and committee meetings.

Proposed Board Guidelines- Cassidi asked to table this until the next meeting.

Committee Updates

Promotion- Still working on the Tik Tok videos for businesses and hiring. The locals discount card was officially relaunched, 170+ people have signed up online and about 60 of them have been picked up. The relaunch has been promoted on social media, email newsletter and the beachcomber article. Business owners would like to have a flier about how to sign up for the locals card to display at their business. The next Main Street Meet Up event will be hosted by Tybee Oaks on May 10th. Refreshments, updates about Main Street and other activities will be available. North Beach Grill will be hosting an art fundraiser on May 5th to raise funds for a Ukrainian orphanage. Main Street is working on recommendations for the special event application, board members will talk with vendors after this event for feedback. The billboard program is going strong, eight businesses are participating with a few others interested. Pocket Maps will be printed soon.

Design- There is now a set schedule for pressure washing. Various areas of the south end business district will be pressure washed on Tuesdays. New trash cans for Tybrisa will be ordered soon, the City Council must first approve the budget transfer. The comprehensive plan from Tripp Muldrow is still in the works, if adopted the target start time for that project would be at the start of the next fiscal year. Also, the design committee is looking at the current mural guidelines for revisions.

Upcoming Events

- **Main Street Meet Up-** May 10th, 5-7PM
- Historic Preservation Month Scavenger Hunt- Cards can be picked up all month long at the Tybee Island Light House. A drawing will be done at the end of the month for the winning card.
- YMCA Healthy Kids Day- May 7th from 12-2PM

Adjournment- Meeting adjourned at 5:25PM, Motion by Cate C. and second by Susan K.



Tybee Island Main Street Program Guidelines

Role & Purpose:

This board is composed of members of the community that specialize in various areas such as, real estate, finance, Tybee Island business owners, property owners, marketing, non-profit, history and arts & entertainment with the purpose of providing advisory expertise and recommendations for the revitalization efforts of the City of Tybee Island.

Vision:

To revitalize the City of Tybee Island by utilizing the Main Street Four Point Approach to encourage promotion, design, economic vitality and organization in our community.

Team Positions:

Board Chair Job Description

- Is a partner with the Executive Director in achieving the organization's mission
- Provides leadership to the Board of Directors
- Chairs meetings of the Board after developing the agenda with the Executive Director
- Reviews with the Executive Director any issues of concern to the Board
- Encourages Board's role in strategic planning

Vice Chair Job Description

- Performs Chair responsibilities when the Chair cannot be available
- Works closely with the Chair and Executive Director
- Participates closely with the Chair to develop and implement officer transition plans

Meeting Information:

The Main Street Board shall meet monthly, on the third Wednesday of each month at 4PM or as needed.

Quorum-

At all meetings of the Board of Directors, four (4) of the seven voting members of the Board shall constitute a quorum for the transaction of business.

ATTENDANCE POLICY- It is expected of all Board Members to attend all meetings of the Board, and a written attendance record is to be taken and submitted as part of the meeting minutes.



Failure to attend three (3) or more meetings subjects a Board Member to possible dismissal and replacement, unless otherwise exceptions are made by the Main Street Director, Chairman and Vice Chair. It is the duty of the Chairman to oversee the Board for failure to perform duties and responsibilities, including attendance, but may also be brought to question by any other member in good standing.

CONFIDENTIALITY POLICY – Documents provided to the Board are provided for the purpose of governance. They are to be considered confidential. For example, when issues concerning property or business owners private information or when they are reaching out to Main Street for guidance or advice on sensitive topics.

Communication Policy-

- **Media Policy-** At no time will a member of the Board of Directors serve as the point of contact for any media outlet in the form of a press release or interview etc., unless approved by the Executive Director. The Main Street Director will work with the various committees to facilitate interactions with the media.
- **Community/Civic Engagement-** At no time will a member of the Main Street Board of Directors or any Main Street Committee Member speak, present, etc. on behalf of the Main Street Tybee Island Program without the prior approval of the Executive Director.



BOARD CODE OF CONDUCT

The Board of Directors expects ethical and business-like conduct of its own members and of itself as a whole. This also includes members of Board committees. Board and committee members are accountable for exercising the powers and discharging their duties honestly, in good faith and in the best interests of the organization. Enforcement of the code of conduct is the responsibility of the chair of the Board.

The following code of conduct shall be observed by the Board of Directors and its committees. Any complaint should be sent to the Executive Director. Board and committee members shall:

- Be knowledgeable about the Main Street's mission and goals as well as current operations and issues
- Actively support and promote the Main Street's mission
- Attend meetings well prepared and participate fully in all matters
- Accept and support the Board decisions and committee recommendations and respect confidentiality
- Not become involved in specific management, personnel or curricular issues
- Guard against conflict of interest, whether business-related or personal and declare any such potential conflict
- Take care to separate the interests of the Main Street Program from the needs of a particular constituency, because the Board and its committees are not representative bodies. Each member speaks and acts at meetings of the Board and its committees in the interests of the whole organization
- Take the responsibility to support the Main Street Program and its director general and to demonstrate that support within the community
- Not deal with an issue individually, as authority is vested in the Board as a whole. A member who learns of an issue has the obligation to bring it to the director general or to the chair of the Board.

X: _____

Date: _____