



**AGENDA**  
**DEVELOPMENT AUTHORITY/MAIN STREET BOARD OF**  
**DIRECTORS**  
**May 19, 2021 at 4:00 PM**

Call to Order

Approval of Minutes

- [1.](#) March Minutes
- [2.](#) April Minutes

Old Business

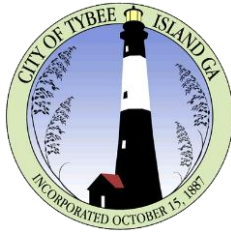
3. Event Calendar
4. Mural Update
5. Parking Update

New Business

Financial Report

Committee Updates

Adjournment



**Tybee Island Development Authority/Main Street  
Meeting Minutes, March 24, 2021  
Location: Zoom Video Call (recording available)**

**Attendance:**

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

Absent: Jay Burke, Michael Flores, Maria Lancaster, Beth Martin

Guest: Carol Nathan, Forever Tybee; Virginia Ward, The Crab Shack

**Next meeting:**

April 21, 2021, 4:00 p.m., Zoom Call

**Call to Order**

Meeting called to order at 4:03 PM

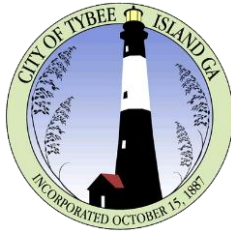
**Approval of Minutes**

Minutes of March 4 Special Meeting: Kelly Swope moved to approve the March 4 minutes. Cate Campbell seconded. Motion passed unanimously.

Minutes of February 17: Cate Campbell moved to approve the Feb. 17 minutes. Kelly Swope seconded. Motion passed unanimously.

**Old Business**

- a. GEMS Update. Michelle Owens informed the board that the state Main Street office has decided not to award GEMS (Georgia Exceptional Main Street) status. They cited three main reasons. 1) Succession Plan is weak. If director leaves, there is concern about how the program would fare. Many Main Street programs, including some equal to or smaller in size than Tybee have at least two people dedicated to the Main Street program so that one can keep the program going. 2) All board members must complete Main Street 101 and Downtown Development Authority 101 online training. Some of our board members have not completed both trainings. 3) They would like to see our program better leverage its partnerships with Visit Tybee, the local destination marketing agency.
- b. Board Vacancies. Michelle Owens introduced Virginia Ward, owner of the Crab Shack restaurant and Board President for the Tybee Post Theater. Virginia shared that she would like to join the Main Street Board as an ex-officio member.  
  
Kelly Swope moved to nominate Virginia for an ex-officio seat. Cate Campbell seconded. Motion passed unanimously.



- c. Board Officers. Board Chair Sarah Bernzott reminded the board that we still need a vice chair. Kelly Swope volunteered. Cate Campbell moved to appoint Kelly Swope as vice chair of the board. Cate Campbell moved to appoint Kelly Swope as vice chair. Susan Kelleher seconded the motion. Motion carried unanimously.
- d. Downtown Development Authority (DDA) Bank Account. Cate Campbell moved to appoint new Board Chair Sarah Bernzott and new Vice Chair Kelly Swope as financial representatives with signing authority on the DDA bank account at Synovus Bank. Susan Kelleher seconded the motion. Motion carried unanimously.

### **New Business**

- a. Mural Projects. Michelle informed the board that the “mural” painted on the fence at the city lift station on Jones Avenue was not intentional. Someone tagged the fence with street art, but they did such a good job, residents think it was a planned project. City council will decide what to do about the mural.  
  
Michelle will also work on a text amendment to the city code that will allow murals in C-1 zoned areas including Tybrisa Street.
- b. Tybrisa Street Improvements. Michelle shared a prioritized spreadsheet showing all the improvements the board discussed with the city manager on the walking tour of Tybrisa Street. She is working on adding cost estimates for some of the projects and will share the spreadsheet with the board once complete.  
  
Some improvements are already in progress. Tybrisa Street was pressure washed this week, and Public Works is getting price quotes for the electrical repairs on Tybrisa.
- c. City Council Update. Michelle is targeting April 1 for a Main Street update to the city council. She would like as many board members in attendance as possible.

### **Financial Report**

Michelle reviewed program expenditures from February 2020. The board discussed last month allocate advertising funds to a billboard advertising the new website. There are no billboards presently available on the island, so the board will consider other ideas. Charissa Murray will price out promotional items to create a Main Street swag bag. The bags will be given out to familiarize people with the Main Street program.



## **Committee Updates**

### *Promotions.*

Michelle announced that the YMCA would like to partner with Main Street for a Healthy Kids Day in May. The board was supportive of the idea and will support as needed. The board discussed hosting a story walk event. Cate Campbell will reach out to the authors of Pete the Cat to see if we can use one of his books since he has a local connection. The tentative event date is March 26, 2022 to coincide with local Spring break holidays.

### *Design.*

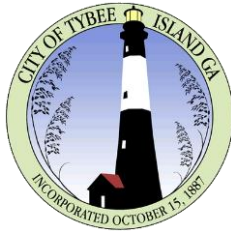
Michelle shared concerns from Public Works that trash compactors on Atlantic Avenue and Lovell Avenue are being misused by the businesses. The city wants find a solution and is considering holding meeting and training with the businesses to avoid eliminating the service. If the service is eliminated, businesses would be responsible for contracting their own service privately. The board discussed the challenges with the trash compactors, and agreed that meeting with the city needs to occur.

### *Economic Vitality*

The Beach Business Bootcamp training is now full.

### **Adjournment:**

Kelly Swope moved to adjourn. Sarah Bernzott seconded. Motion carried unanimously. Meeting adjourned at 5:40 p.m.



**Tybee Island Development Authority/Main Street  
Meeting Minutes, April 28, 2021  
Location: Zoom Video Call (recording available)**

**Attendance:**

Present: Sarah Bernzott, Michael Flores, Maria Lancaster, Susan Kelleher, Charissa Murray, Michelle Owens, Kelly Swope

Absent: Jay Burke, Cate Campbell, Bill Garbett, Beth Martin

Guest: Carol Nathan, Forever Tybee

**Next meeting:**

May 19, 2021, 4:00 p.m., Zoom Call

**Call to Order**

Meeting called to order at 4:03 PM

**Approval of Minutes**

Deferred to May meeting due to lack of quorum of voting members

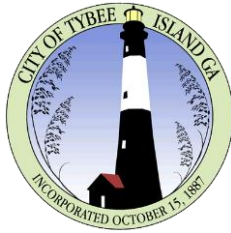
**Old Business**

*Tybrisa Improvements* – Meeting to discuss commercial waste collection issues was poorly attended previous night. City Manager and Public Works Director discussed solutions to improve misuse of city trash compactors by employees of local businesses. The city is looking at solutions ranging from elimination of the trash service to a cost increase to cover staff time required to clean up and repair compactors.

Chatham County has agreed to purchase new landscaping material for the area around the county pier. The city has agreed to provide the labor to install the landscaping. Public Works and Department of Natural Resources met with the Main Street Director to discuss plant materials, hardscaping and outdoor furniture options to make the space more functional.

The board would like to use recycled plastic benches and trashcans since they are more durable and aesthetically pleasing.

Michael Flores noted that the city staff did a great job pressure washing the sidewalks on Tybrisa Street.



The board would like to see more sanitary options for temporary restrooms on the south end beach. The existing Portolets are not appealing. The board would like to see the city bring back the Royal Restroom trailers they have used in the past.

Board Vacancies – The board voted to appoint Virginia Ward as a non-voting member last month. Ms. Ward has since had to decline the appointment. The board still has a voting and non-voting vacancy. Michelle has sent an application to a business owner interested in the voting position.

Murals – Michelle will submit 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 would like to have a mural painted on a wall near his business, which is in the C-2/SE district. He has an artist in mind.

The board agreed it is a good idea to create a marketing brochure with all the murals and “Instagramable” photo spots on Tybee Island.

### **New Business**

2021 Events - Michelle informed the board that the city has not ruled out having the July 4<sup>th</sup> fireworks show. They will be deciding in the next few weeks. It is highly likely that the city will also allow the Christmas Parade and other events.

Susan Kelleher would like to bring back music performances and dances on the Pier. She would like the board to consider working with the Jeremy Davis Jazz Band, which is working to record a song on the Pier.

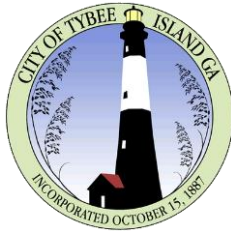
### **Financial Report**

The executive director has moved \$4,000 from the travel line item and split it evenly between supplies/materials and advertising. The money will go toward supplies for the Buy Local program relaunch and advertising to publicize our new website.

### **Committee Updates**

*Promotions.* The board would like to look into advertising in local magazines for the summer months, with the ads directing readers to our new website.

Charissa Murray presented price quotes to have window clings and stickers printed with our new Main Street Buy Local logo. 250 window clings would cost \$68. The cost for 500 stickers is \$300. The window clings would be distributed for all local businesses. The stickers will be distributed to the public as a promotional item advertising our website with a QR code.



*Design.* The Carbo House owner met with the Department of Community Affairs Downtown Development staff and a group of preservationists for a brainstorming session. The group indicated that restoring and preserving Carbo House is a worthy project. They agreed to create a proposal for the owner with various redevelopment scenarios and funding sources based on his vision for the historic property.

**Adjournment:**

Meeting adjourned at 5:10 PM