



**AGENDA**  
**DEVELOPMENT AUTHORITY/MAIN STREET BOARD OF**  
**DIRECTORS**  
**November 17, 2021 at 4:00 PM**

Call to Order

Approval of Minutes

- [1.](#) Minutes for October 20, 2021

Financial Update

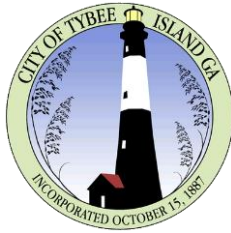
Old Business

1. Main Street Director vacancy

New Business

Committee Reports

Adjournment



**Tybee Island Main Street/Development Authority  
Meeting Minutes, October 20, 2021**

**Attendance:**

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

Absent: none

Guest: Carol Nathan, Forever Tybee; Brian West, City Council Candidate

**Next meeting:**

November 17, 2021, 4:00 PM

**Call to Order**

Meeting called to order at 4:01 PM

**Approval of Minutes**

Kelly Swope made a motion to approve the minutes of September 15. Cate Campbell seconded the motion. The motion passed unanimously.

**Financial Update**

Michelle Owens reviewed September expenditures which included \$175 Beachcomber ad and \$40.99 for the email marketing subscription to MailChimp.

**Old Business**

The city will hold an in person job interview with the top candidate for the Main Street Director position on Oct. 29.

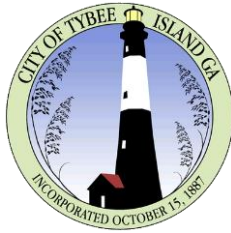
Some board members participated in a live call with Placer.ai, a foot-traffic analysis software that has been previously discussed.

**New Business**

The city is planning to update the Tybee tourism study and also initiate a separate survey that measures resident sentiment toward tourism. Visit Tybee is partnering with the city to pay half the cost of both studies.

Some board members expressed concern that the survey questions would be biased if Visit Tybee is paying a part of the cost.

Michelle informed the board a Georgia Southern University professor is leading the survey project. She will inquire if the public can have input on the questions.



## **Committee Reports**

Promotions – Board discussed preparations for the upcoming holiday events.

- Halloween plans include trunk or treat at Memorial Park on Friday and Trick or Treating on Lewis Avenue on Sunday.
- Board reviewed upcoming holiday plans.
  - Elf promotion will occur in November and December. Michelle has found someone to dress up as an elf and visit different areas of the island.
  - Board suggested local groups and businesses to reach out to for participation in the tree lighting event.
  - Board would like to host the business Christmas decorating contest again this year.

## **Design –**

The electrical project for Tybrisa continues to be stalled due to the contractor's difficulty sourcing necessary materials. Some board members expressed frustration that the project has taken so long. The board would like to find out if a new contractor can be hire or if DPW can do the work instead.

## **Adjournment:**

Kelly Swope moved to adjourn. Susan Kelleher seconded. Motion carried unanimously. Meeting adjourned at 5: PM