



**AGENDA**  
**DEVELOPMENT AUTHORITY/MAIN STREET BOARD OF**  
**DIRECTORS**  
**October 20, 2021 at 4:00 PM**

Call to Order

Approval of Minutes

1. Minutes for September 15, 2021

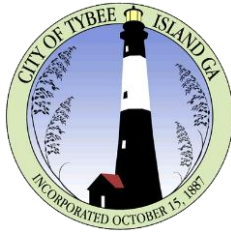
Financial Update

Old Business

New Business

Committee Reports

Adjournment



**Tybee Island Development Authority/Main Street  
Meeting Minutes, September 15, 2021  
Location: Zoom Video Call**

**Attendance:**

Present: Sarah Bernzott, Cate Campbell, Bill Garbett, Susan Kelleher, Beth Martin, Charissa Murray

Absent: Jay Burke, Michael Flores, Maria Lancaster

Guest: Carol Nathan, Forever Tybee

**Next meeting:**

October 20, 2021

**Call to Order**

Meeting called to order at 4:02 p.m.

**Approval of Minutes**

Sarah Bernzott motioned to approve the June 16, 2021 minutes. Susan Kelleher seconded the motion. Motion passed unanimously.

Sarah Bernzott motioned to approve the August 31, 2021 minutes. Kelly Swope seconded the motion. Motion passed unanimously.

**Financial Report**

Expenditures for July were \$1,490 and \$960 for August. That included conference fees and travel for Michelle's attendance at the Georgia Downtowns Conference.

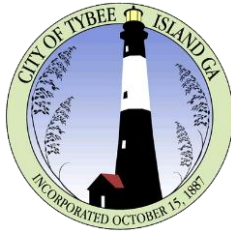
**Old Business**

The board discussed setting up a data demonstration from Placer.ai, a software company that specializes in foot traffic and locations analysis. The board discussed how the software could be used by the Main Street program to count event attendance, understand traffic counts/patterns, where people shop on Tybee, where visitors originate. Michelle will set up the live software demonstration call.

Michelle provided the board with a copy of updated mural guidelines. The board discussed including public art guidelines as well.

**New Business**

Mural Design Review:



The board reviewed a mural design for Captain's Quarters on Tybrisa. The mural will be in a back parking lot behind the building.

Kelly Swope motioned to approve the mural design as presented. Susan Kelleher seconded the motion. Motion passed unanimously.

The board reviewed a mural design for Tybee Cottage Art Gallery on Highway 80. The mural will be located on a fence adjacent to the building.

Kelly Swope motioned to approve the mural design as presented. Susan Kelleher seconded the motion. Motion passed unanimously.

### **Committee Updates**

**Promotions:** The board reviewed the 2021 Christmas parade application and guidelines.

**Design:** Barrett Landscaping will install Christmas Lights for Tybrisa, Park of 7 Flags and Anchor area again this year. The company stored the lights last year and will test them before hanging to see if any need replacing. DPW will trim Palm trees early this year to accommodate Barrett's schedule. Barrett will also begin pressure washing Tybrisa and Strand. They are preparing a bid for the services. The lights will be up by end of October and pressure washing will be completed no later than the week before Thanksgiving.

**Economic Vitality:** Beach Business Bootcamp training is officially over although participants have one more opportunity to meet with the SBDC counselor. Michelle recommended finding a way to hold the training again, although with less sessions.

### **Adjournment:**

Meeting adjourned at 5:00 PM