



AGENDA
DEVELOPMENT AUTHORITY/MAIN STREET BOARD OF
DIRECTORS
September 15, 2021 at 4:30 PM

Call to Order

Approval of Minutes

- [1.](#) June 16, 2021
- [2.](#) August 31, 2021

Financial Report

Old Business

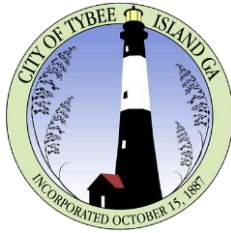
3. Foot Traffic Analysis service
- [4.](#) Updated Mural Guidelines (draft)

New Business

5. Mural Designs

Committee Updates

Adjournment



**Tybee Island Development Authority/Main Street
Meeting Minutes, June 16, 2021
Location: 78 Van Horne Avenue**

Attendance:

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

Absent: Jay Burke, Maria Lancaster

Guest: Carol Nathan, Forever Tybee

Next meeting:

August 25, 2021, 4:00 p.m. (No July Meeting)

Call to Order

Meeting called to order at 4:05 p.m.

Approval of Minutes

Cate Campbell motioned to approve the May 19, 2021 minutes. Beth Martin seconded the motion. Motion passed unanimously.

Old Business

Update to Mural Guidelines:

- The board discussed best materials to use for murals if the murals cannot be painted directly on the building. Sarah Bernzott recommended MDF over plywood.
- The Board would like to make it clearer in the guidelines how businesses will be held accountable if they do not maintain their murals.

Tybrisa Street

- Michael Flores noted that the bathrooms near 15th Street look good.
- Michelle Owens asked the board to consider making comments on the DNR application for south end bathrooms while the comment period is open.
- Several board members felt more bathrooms are needed on the north end because the visitor's center bathrooms are still closed to the public.
- Michelle is working on finding a vendor to take over powerwashing of Tybrisa

Event Calendar

- Board reviewed a suggested event calendar for the remainder of 2021 and discussed how to implement an Elf on the Shelf activity.
- Visit Tybee plans to host music but no fireworks for Labor Day



- Christmas parade application can be publicized ASAP. Charissa will upload it to the website.

New Business

No new business to report

Financial Report

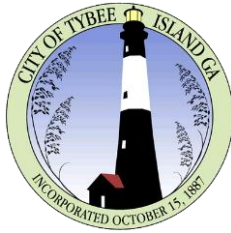
Michelle let the board know that the city's fiscal year begins July 1.

Committee Updates

There is nothing to report under committee updates.

Adjournment:

Kelly Swope motioned to adjourn. Susan Kelleher seconded the motion. Motion passed unanimously. Meeting adjourned at 5:35 PM.



**Tybee Island Development Authority/Main Street
Meeting Minutes, August 31, 2021
Location: Zoom Video Call**

Attendance:

Present:, Michael Flores, Bill Garbett, Charissa Murray, Kelly Swope, Michelle Owens

Absent: Sarah Bernzott, Jay Burke, Cate Campbell Susan Kelleher, Maria Lancaster

Guest: Clayton Demanes, Placer.ai

Call to Order

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

Approval of Minutes

No quorum present to vote on minutes of June 16, 2021

New Business

Foot Traffic Analysis: This item was moved higher up on the agenda since a guest was present to discuss a new software called Placer. Michelle Owens stated that she, the board chair and co-chair had attended a live demonstration of Placer.ai, a software as a service product that tracks vehicle and foot traffic in any defined geographical location. Clayton Demanes discussed how the software works and how other cities have used it to measure event attendance, vehicle traffic and where visitors spend their time. The software tracks millions of mobile devices and apps to collect its data. Michelle stated she, the chair and co-chair thought it could be a great tool for Main Street. The cost is \$10k-12k annually depending on which subscription is purchased. The board wanted to more information. Michelle will send out information she received from the company and set up a live demo with Clayton for anyone interested.

Financial Report

The board will allocate funds to a contractor to help DPW with Christmas decorations and pressure washing. Michael Flores noted that the electrical and bike racks still have not been repaired and that he felt like it was taking too long to get landscaping and improvement projects completed on Tybrisa. Michelle stated she would continue working to get those items taken care of for the board even though she is transitioning into a new job at the city. The city has advertised the Main Street Director's job but has not scheduled interviews yet.

Michelle updated the board on the new fiscal year. The level of funding remained essentially the same but the internal way the money is tracked has changed. Rather than having separate line items for things like travel, supplies, advertising, etc., all the



funds are under one line item called Main Street. The board agreed it was still a good idea track expenditures based on the old line item categories. Excluding salary and benefits, the program budget is about \$92k. This includes the south end business district fund as well.

Old Business

Murals – Michelle discussed a new substrate called Alumigraphics that she learned about in Georgia Main Street workshop. It is safe for historic buildings and adheres to all types of building materials like brick. Many Main Streets are using it for mural applications.

Michael Flores gave an update on the mural project that he is putting on a wall. His design is halfway done. The board might need to approve the design. Michelle will check on whether it needs Main Street approval since it is on private property not visible from the street.

Beth inquired if her business could apply for a façade grant. Michelle stated that it could. The account still has \$5,600 left. The board can consider topping off the account with fundraisers, sponsorships, memberships and fees charged for events.

Committee Updates

Promotions – The promotions subcommittee met in July and decided to do the Christmas Parade and Tree lighting on two separate nights. The tree lighting will be the Saturday (also small business Saturday) after Thanksgiving and the Christmas parade will be Friday, December 3. Michelle will check to see if the county's stage is available. Renting a stage from a rental company will cost \$5,000 including sound system. That company already has our date on their calendar.

The parade will not start at North Beach as the board had previously discussed. The Public Safety Committee and the Police Department both felt that was unsafe given that our parade occurs after dark. The parade will start at Memorial Park. Some groups will join at 8th Street so they won't have to walk as far.

An entry fee will be charged for floats this year. It's a tiered rate with the highest tier being for businesses not on Tybee and the lowest rate for Tybee neighborhood groups. The money raised will go into the development authority account to fund other main street activities. If there are hardship cases related to the fee, the board can consider those on a case-by-case basis. The rain date for the parade is Dec. 4. There is no rain date for the tree lighting. The tree would then be turned on without fanfare.

Adjournment:

Meeting adjourned at 5:22 PM



TYBEE ISLAND 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.

The City of Tybee Island allows murals to extend public art into commercial and enhance the cultural experience of the public. The application process and guidelines that follow will ensure that mural designs are in the best interest of the community and the individual property owner.

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 michelle.owens@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 and historic structures on Tybee Island is of utmost importance; therefore, it may be appropriate in some cases to paint the mural on a weatherproof substrate. When considering mural materials, please consider that murals facing direct sunlight during daytime hours fade and peel much faster than those that 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 that 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.