



A G E N D A
MAIN STREET/DDA MONTHLY BOARD MEETING
April 17, 2024 at 4:00 PM

Call to Order

Approval of Minutes

1. March 20, 2024 Meeting Minutes

Announcements/ Upcoming Events

2. Meeting Dates
 - a. Design Committee Meeting- 5/14/24 1:30 PM
 - b. Organization Committee Meeting- 5/16/24 10:00 AM
 - c. EV Committee Meeting- 5/20/24 2:30 PM
 - d. Promotion Committee Meeting- 5/15/24 1:30 PM
 - e. Board Meeting- 5/22/24 4:00 PM
3. Main Street Chair

Ongoing Business

4. Staff Report
5. Committee Updates
 - a. Promotion
 - b. Economic Vitality
 - c. Organization
 - d. Design
6. Mural Discussion

Adjournment



M I N U T E S MAIN STREET/DDA MONTHLY BOARD MEETING

Date & Time: March 20, 2024, 4:00 pm

Present: Kelly Swope, Sarah Bernzott, Charissa Murray, Ricardo Ochoa, Robbyn Childs, Tim Arnold, Cate Campbell, Rachel Jones, Michael Flores, Ansley Howze (via phone),

Absent:

Observers: Ruthie Wilson Forever Tybee

Location: Burke Day Public Safety Building, Conference Building, 78 Van Horne Ave

Call to Order

The meeting was called to order at 4:01pm. A quorum was present.

Approval of Minutes

1. There were no minutes to approve.

Ongoing Business

Administrative Update

Cassidi Kendrick made an announcement that she will be transitioning into a new position with the City of Tybee, as the Communications and Outreach Director. Kendrick will continue overseeing the Main Street and HPC and attend meetings as needed until the Main Street/DDA Coordinator position is filled.

Cassidi Kendrick informed the board that nominations and election of Officer Positions for the board need to be determined. The Chair and Vice Chair positions must be voting members, and the secretary and treasurer can be ex-officio. Charissa Murray was approved to serve as the 24-25 Main Street Secretary, with a nomination from Kelly Swope and a second from Dillon Patel, the approval was unanimous. Dillon Patel was approved to serve as the 24-25 Main Street Vice Chair, with a nomination from Kelly Swope and a second from Cate Campbell, the approval was unanimous. Michael Flores was nominated for the Chairman position, however he declined the nomination but agreed to serve as the Design Committee Chairman. Kelly Swope was approved to serve as the 24-25 Main Street Chairman, with a self nomination from Kelly Swope a motion from Charissa Murray and a second from Cate Campbell, the nomination was approved. In order to encourage succession planning for the Main Street Program, an additional role of "immediate past chairman" was created to provide continuity between board officers in transitions of leadership. Sarah Bernzott is the 24-25 Main Street Immediate Past Chairman.

Cassidi Kendrick also informed the board that the Organization Committee is looking at making revisions to the Main Street By-Laws, to include adjusting term expiration dates and more formal succession planning.

Committee Reports

Economic Vitality

Tim Arnold provided a brief update regarding the economic vitality committee. The committee defined their work plan with activities to encourage sustainability within the business community, recycling services and various grants that could be use to fund these initiatives. Additionally, the EV committee will work towards building out the property and business inventory within the Maestro program. The members of this committee are Sarah Bernzott, Timeka Shannon and Tim Arnold.

Organization

Cassidi Kendrick provided an update regarding the organization committee. The work plan goals were defined as hosting volunteer appreciation events, merchant meetings and revisiting the design of the resident guide. Additionally, this committee Will work towards updating the program by-laws, creating a board training plan, and providing consistent presentations about Main Street to various civic organizations. The members of this committee are Ansley Howze, Kelly Swope, and Liz Hood.

Design

Michael Flores provided an update regarding the design committee. The committee sent their meeting time bringing new members up to speed on current projects, such as the streetscaping project on the south end. The committee will have more detailed work plan goals to share at the April board meeting. The members of this committee are Michael Flores, Dillon Patel, Rachel Jones, and Ron Rimawi.

Promotion

Charissa Murray provided an update regarding the promotion committee. The committee defined their work plan goals as partnering with organization committee for volunteer appreciation activities, branding refresh and placemaking initiatives. This committee also coordinates several annual events as well as maintains social media and marketing initiatives for main street along with staff.

Upcoming Events/Announcements

Tour De Art May 5th

Spring Fling at the Shoppes at 1207 on April 13

GDOT Open House March 28

Adjournment

The meeting adjourned at 5:03pm with a motion from Dillon Patel and a second from Kelly Swope.