



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

Mission & Vision Statements:

The Development Authority/Main Street Program is an inclusive program through the City of Tybee Island that focuses on economic development within the context of historic preservation in a balanced fashion. The Vision of the Program is to improve the quality of life for those that live, work, and visit Tybee Island and enhance the cultural experience while preserving the community's barrier island heritage.

Call to Order

Approval of Minutes

1. June 26, 2024 Meeting Minutes

Announcements/ Upcoming Events

2. Meeting Dates- TENATIVE SCHEDULE
 - a. Design Committee Meeting- 8/13/24 2:00 PM
 - b. Organization Committee Meeting- 8/8/24 10:00 AM
 - c. EV Committee Meeting- 8/20/24 4:00 PM
 - d. Promotion Committee Meeting- 8/6/24 2:00 PM
 - e. Board Meeting- 8/21/24 4:00 PM
3. Main Street Chair

Ongoing Business

4. Staff Report
5. Committee Updates
 - a. Promotion
 - i. Labor Day Drone Show Animations (VOTE)
 - b. Design
 - c. Organization
 - d. Economic Vitality

Adjournment



MINUTES MAIN STREET/DDA MONTHLY BOARD MEETING

Date & Time: June 26th, 2024, 4:00 pm

Present: Cassidi Kendrick, Kelly Swope, Charissa Murray, Ricardo Ochoa, Michael Flores, Maggie Wright, Dillon Patel, Cate Campbell, Sarah Bernzott, Ansley Howze

Absent: Tim Arnold

Observers: Melanie - Forever Tybee

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

Call to Order: Kelly Swope called the meeting to order at 4:02 PM.

Approval of Minutes: Kelly asked for a motion to approve the minutes. Cate Campbell made a motion to approve the minutes and Sarah Bernzott seconded the motion. All approved.

Administrative Update

Cassidi brought up the need to change the terms from Jan 1 - Dec 30 to July 1 - June 30 to follow the city's fiscal year. A motion was made by Cate Campbell to approve the bylaws update. Ricardo Ochoa seconded the motion. It was approved unanimously.

Staff Report

- WTOC morning break filming on Friday, June 28.
- Maggie sent out a spreadsheet with training hour opportunities for the board members.
- City emails for board members - The IT department is requiring all Main Street board members to use a city email for protection against viruses.

The group discussed the need to balance tradition and innovation in community events, as well as strategies to promote local businesses and sustainable tourism practices in Tybee Island. They also addressed funding and scope challenges in a lighting project for the downtown area, emphasizing the importance of collaboration and finding solutions that benefit everyone. Throughout the conversation, the group highlighted the need to support local businesses and promote sustainable tourism practices.

- Charissa Murray expresses difficulty with scheduling a meeting on July 12th due to being busy with work.
- Board members can serve 2 terms consecutively before taking a break, with recruitment starting earlier in the year.
- Maggie mentioned opportunities for Main Street Board member training.
- Participants discuss logistics for a team training event, with dates in August and September.

Promotion Committee

The promotion committee discussed the following topics:

- Labor Day Beach Bash- Cassidi announced Terrance Simien and the Zydeco Experience as the Sunday night entertainment
- Drone Show - Cassidi announced the contract has been signed and she is recruiting a sponsor.

The group discussed the importance of tradition but also wants to keep things fresh. They conveyed that tradition is not always the same thing, and people want variety.

Organization Committee

The organization committee discussed the following topics:

- The first merchant meeting will be held on September 10 at 5:00 p.m. in the Council Chambers. Upcoming volunteer opportunities will be available for sign up.
- The first lunch and learn will be holiday decorating themed and held on October 2 at 12:00 p.m at the Guard House.
- Maggie and Ansley are working on creating a new resident guide
- The committee is revamping the locals' discount card program and exploring how to share information out and recruit participating businesses. This could potentially involve local nonprofits and fundraising opportunities.

Economic Vitality Committee

The economic vitality committee discussed the following topics:

- Starting a Turtle Friendly Business gift card program.
- Growing the Turtle Friendly Restaurant program to include retailers and creating criteria for participants.
- Group discusses partnering with Sysco to help businesses afford more sustainable options.

Design

The design committee discussed the following topics:

- The electrical project on Highway 80 and Strand closed bids and is now under legal review by the City Attorney. The goal is to finish this project by Pirate's Fest or Christmas.
- Alternative lighting options for the palm trees were discussed, the committee is looking at sidewalk/ up lighting.
- Committee discussed using leftover funds for electrical work and potential sponsorships.
- Cassidi explained that capital funds can be carried over from one FY to the next if requested and approved by the city council. She explained that the "leftover" money from the electrical project will not be able to be used for something else because of fiscal year limitations.
- Discussed an increase in the lighting budget for the upcoming Christmas season.
- Michael emphasizes inclusivity in lighting up the downtown area.

- Ricardo explains that the goal is to expand the commercial district and make it bigger, with the help of Michael and other neighbors.
- Cassidi discusses budgeting and financial planning, mentioning the importance of keeping track of income and expenses.
- Committee members discuss the need for more efficient communication and reporting processes to improve meeting productivity.

Adjourn

The meeting was adjourned at 5:13 p.m with a motion from Sarah Bernzott and a second from Ricardo Ochoa. The motion passed unanimously.



Tybee Island Main Street

committee report

Committee Name:	Promotion	Date and Time:	July 10, 2024
Members Present:	Cassidi Kendrick, Maggie Wright, Cate Campbell, Charissa Murray, Megan Gonyou, Michael Flores		
Observers/Guests:	Robyn Rosner (City of Tybee Island Facilities and Events Coordinator) Beth Reed (Forever Tybee Observer)		
Objectives:	Select animations for the Labor Day Beach Bash drone show.		
Accomplishments:	Selected 22 animations for the Labor Day Beach Bash drone show to show to the Main Street board for final approval. Also discussed possible song options for the drone show.		
Summary:	<p>The meeting began at 10:00 a.m.</p> <p>The group opened with a discussion of naming the Holiday Market corn hole tournament after Bob-O, the first champion of the corn hole tournament and a beloved Tybee Island citizen who passed away recently. It was also mentioned that the proceeds from the corn hole tournament could go to a charity or group that Bob-O supported or was a part of.</p> <p>Drone Show:</p> <ul style="list-style-type: none"> • Drones will launch off the beach around the 18th Street crossover so spectators can watch the show from the pier. • The viewing radius is approximately 3 miles • OpenSky (Drone Company) provides staff to secure the launch site, so we will not have to hire off-duty officers. The staff will also rope off the launch site for the entire day and the portion of the beach the drones will fly over 30-45 minutes before and during the show. • 150 drones • 13-minute show • 22 animations (including 4 custom animations). 		

	<ul style="list-style-type: none">○ The committee picked all 22 animations, including coming up with 4 custom animations.● 3-4 songs to accompany the drone show<ul style="list-style-type: none">○ The committee came up with several song choices. <p>The meeting ended at 11:05</p>
Recommended Next Steps:	The board will vote on the drone show animations at the July 17, 2024 board meeting.
Date of Next Meeting:	Undecided.



Tybee Island Main Street committee report

Committee Name:	Design Committee	Date and Time:	July 11, 2024, 2:00-3:15
Members Present:	Rachel Jones, Ron Rimawi, Michael Flores, Dillon Patel, Cassidi Kendrick, Maggie Wright		
Observers/ Guests:	Chris Best, Beth Reed (Forever Tybee)		
Objectives:	<ul style="list-style-type: none"> • Discuss the City budget process • Updates on ongoing projects 		
Accomplishments:	<ul style="list-style-type: none"> • Discussed City budget process, and got everyone on the same page with how it works. • Updated the committee on the info hut, bike racks, trashcans, and benches. 		
Summary:	<p>City Budget Process and Overview</p> <ul style="list-style-type: none"> • Cassidi gave an overview of how the city budget planning process works <ul style="list-style-type: none"> ○ Operating Budget <ul style="list-style-type: none"> ▪ Salary ▪ Training ▪ Supplies ▪ Etc. ○ Capital Budget <ul style="list-style-type: none"> ▪ Projects ▪ Specific asks ▪ I.e. Electrical work in the South End Business District. • The city approves a balanced budget and do not get into the details of how every dollar is spent within the departments • You cannot use money left over from one fiscal year for another project, it goes back into the operating budget. • Capital money can be carried over from one fiscal year to the next with city council approval. <p>Palm Lighting</p>		

	<ul style="list-style-type: none"> • Not included in the “electrical upgrade” line item. • \$15,000 for installation, removal, and storage of rope lights. <p>Cassidi gave an overview of the City Manager's budget, in which the Main Street budget is located.</p> <p>DDA Budget</p> <ul style="list-style-type: none"> • \$38,000 +/- • Can be used as a secondary funding source • Revenue: <ul style="list-style-type: none"> ○ Billboard ○ WTOC Morning Break • The Board can budget out the DDA funds (and this would be beneficial to have diverse revenue streams). <p>Updates</p> <ul style="list-style-type: none"> • Bike racks, trash cans, and benches <ul style="list-style-type: none"> ○ All have been paid for and delivered ○ Trash cans are out ○ Benches and bike racks have to be installed • Info Hut <ul style="list-style-type: none"> ○ Waiting on decals to be placed on the outside ○ Ed is moved in!
<p>Recommended Next Steps:</p>	<ul style="list-style-type: none"> • Check ownership of rope lights for palm trees. • Count # of palm trees that are wrapped for the holidays. • Get a count on trashcans • Ron is researching up lights for the palms. • Staff: <ul style="list-style-type: none"> ○ String light repairs ○ Graffiti on trash cans ○ Zip ties on banners ○ Bench and bike rack installation
<p>Date of Next Meeting:</p>	<p>August 13, 2024, at 2:00 p.m., in the Public Safety Building Conference Room.</p>



Tybee Island Main Street

committee report

Committee Name:	Organization	Date and Time:	July 11, 2024, 10:00
Members Present:	Liz Hood, Maggie Wright, Cassidi Kendrick		
Observers/ Guests:	Ron Rimawi, Dawn Shay (Forever Tybee)		
Objectives:	<ul style="list-style-type: none"> • Discuss the upcoming Merchant Meeting • Discuss the upcoming Lunch and Learn on holiday marketing and decorating. 		
Accomplishments:	<p>Discussed next steps for the Merchant Meeting</p> <p>Discussed the next steps for the Lunch and Learn</p>		
Summary:	<p>Merchant Meeting</p> <ul style="list-style-type: none"> • September 10, 2024, 5:00 p.m., in the courtroom at the Public Safety Building • This will be an opportunity to provide updates on what Main Street is doing as a whole and each committee, upcoming volunteer opportunities for Main Street’s special events, and ways to get involved in the program. • Presentation <ul style="list-style-type: none"> ○ Each committee chair will give an update on what the committee is working on, challenges they are facing, future projects, etc. • One-page document of updates and opportunities to get involved. • There will be light refreshments either provided by Main Street or a restaurant that would like to sponsor. • Door prizes will be handed out at the end. <p>Lunch and Learn</p> <ul style="list-style-type: none"> • October 2, 2024, 12:00 p.m.-1:30 p.m. • Topic: Holiday marketing and storefront decorations • Artist(s) for window painting 		

	<ul style="list-style-type: none"> ○ Check with the city zoning department if this is allowed ○ Call for artists, start with Tybee artists and then open it up to artists from other areas. <ul style="list-style-type: none"> ▪ Must provide examples and pricing ● Storefront decorating contest <ul style="list-style-type: none"> ○ Have decorations up by November 30, 2024 ○ The public can vote on Main Street's Facebook page. ○ Close votes on December 9 and notify the winner(s) ○ Decorations must be taken down no later than the 2nd week in January ○ Potential prizes ● Liz will have the presentation ready for the committee to review at the next meeting.
<p>Recommended Next Steps:</p>	<ul style="list-style-type: none"> ● Staff: Ask about any city ordinances for window painting. ● Liz: create lunch and learn PowerPoint.
<p>Date of Next Meeting:</p>	<p>August 8, 2024, 10:00 a.m.</p>