



**A G E N D A**  
**MAIN STREET/DDA MONTHLY BOARD MEETING**  
**June 26, 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. May 22, 2024 Meeting Minutes

**Announcements/ Upcoming Events**

2. Meeting Dates- TENTATIVE SCHEDULE
  - a. Design Committee Meeting- 7/9/24 1:30 PM
  - b. Organization Committee Meeting- 7/11/24 10:00 AM
  - c. EV Committee Meeting- 7/11/24 10:00 AM
  - d. Promotion Committee Meeting- 7/12/24 1:30 PM
  - e. Board Meeting- 7/17/24 4:00 PM
3. Main Street Chair
  - a. By-Laws Adjustments (Term Dates Change)

**Ongoing Business**

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

**Adjournment**



## MINUTES MAIN STREET/DDA MONTHLY BOARD MEETING

**Date & Time:** May 22, 2024, 4:00 pm

**Present:** Kelly Swope, Charissa Murray, Ricardo Ochoa, Tim Arnold, Michael Flores, Maggie Wright, Dillon Patel (Rachel Jones, Ansley Howze, Cate Campbell(via phone),

**Absent:** Sarah Bernzott, Robbyn Childs

**Observers:** Ruthie Wilson 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 4:03pm

### **Approval of Minutes:**

Changes were made by Tim Arnold. Kelly Swope motioned to approve with proposed changes. Ricardo seconded the motion. The vote was unanimously approved.

### **Announcements/ Upcoming Events:**

Kelly Swope provided an update regarding date changes for the promotion committee and board meetings. The promotion committee will meet June 18<sup>th</sup> at 1:30 PM and the Board meeting will be held on June 26<sup>th</sup> at 4:00 PM.

### **Staff Report:**

Cassidi Kendrick shared that the new Main Street Coordinator, Maggie Wright, would be starting soon. Maggie introduced herself to the group and shared her background. Also, the summer intern for the Communications & Outreach Department, Ava Rumsey, will be starting soon and assisting with the monthly business newsletter, advertising, social media, and the Beachcomber articles. Additionally, Ava can assist with researching grant opportunities for sustainability and wayfinding.

### **Promotion Committee:**

Ricardo Ochoa shared an update on behalf of the Promotion Committee. Ricardo and Cassidi met with Jacilyn Ledford to discuss the branding refresh and mission statement revision. This could consist of focus group meetings to craft an inclusive statement. Additionally, an update on the Labor Day Beach Bash was shared. Main Street is working to secure a Zydeco band for Sunday, along potentially hosting a drone show in place of fireworks. The pier has booked the Swinging Medallions for Friday and another entertainer on Saturday. The committee will be seeking sponsorships to cover the increased event costs.

Charissa Murray shared an update about the marketing partnership with WTOC. Charissa and Cassidi met with WTOC to create a collaborative TV marketing program for Tybee businesses that would be featured on the Morning Break show. The cost for businesses to participate could be around \$300 per segment, and the segments would be in various areas around the island. Other marketing opportunities from WTOC were also shared, including the Weather App and the One Tank Trip.

Ricardo Ochoa made a motion to approve the contract with WTOC, only including the morning break segments, totaling a \$10,800 investment. Charissa Murray seconded the motion. The vote was unanimously approved.

### **Economic Vitality:**

Tim Arnold provided an update on behalf of the Economic Vitality Committee. The committee discussed ways to encourage Tybee Island businesses to adopt sustainable practices, such as reducing plastic waste and simplifying recycling processes. Michael Flores proposed a turtle-friendly program for retail businesses, while Tim emphasized the importance of simplifying recycling processes. The committee also found a business to pilot the program for plastic free restaurants. The company covers the cost differential for the switch to plastic alternatives. They would like to give that a try and see if it is a good option for any restaurant. The committee also explored a Styrofoam compactor program. Tim said they are also looking at grants for recycling infrastructure. A long-term goal is to have a recycling center on Tybee and it would be preferred that it be funded through grants. The committee also discussed how the city can assist businesses with recycling and make it easier for businesses, including the expansion of the program to include retailers.

### **Organization Committee:**

There was no update for the organization committee, the meeting was canceled.

### **Design Committee**

Michael Flores provided an update on behalf of the Design Committee. The pressure washing of the South End Business District sidewalks was completed in May. Also, the new light pole banners were installed, and the electrical project is finished. The bid for the expansion of the electrical project is still ongoing and will be announced soon. The new info hut is being installed and will need electricity run to it. The goal is for the info hut to be opened soon, and possibly host a ribbon cutting for it. DPW is assisting with the installation. The project was funded by the City of Tybee and Visit Tybee, as well as the hut being staffed by Visit Tybee. The group discussed the possibility of adding wayfinding signage to the area around the info hut.

Michael also provided an update on the new mural on Tybrisa Street. When the mural is completed, around the end of June, the benches on that side of the sidewalk will be replaced. The mural will have a UV protectant coating, and an anti-graffiti protectant. The group discussed how excited they were for the new mural and the different elements.

The next topic discussed was bike racks and where they are to be located. At this time there are ten fish, one dolphin, and two sharks. They also discussed how many bikes each shape can accommodate. Some potential locations are behind the info hut and across from Doc's Bar on Tybrisa Street. Michael said that on Friday they would walk and see where the bike racks could be placed.

Board members brainstormed possible solutions for keeping the decorative white rock in place on Tybrisa St. and recommended projects like mulch glue and epoxy coatings. The design committee will continue exploring those options and report back to the board. Cassidi also shouted out to Michael for fixing up the alleyway between the Carbo House and TS Chu's and turning it into a pocket park.

Tim asked about the Economic Vitality Committee date and time, Cassidi clarified that it will be on June 11 at 4:00 p.m.

Dillon Patel gave a summary of the Design Committee's discussion about lights. He said they would like up lights on the palm trees. He also said that they will make sure the lights are turtle-friendly. Michael said the lights could also be dimmed during certain times of the year. Dillon gave the example of the up-lights at the JW Marriott in Savannah.

**Adjournment:**

The meeting adjourned at 5:11pm with a motion from Michael Flores and a second from Ricardo Ochoa.