



**A G E N D A**  
**MAIN STREET/DDA MONTHLY BOARD MEETING**  
**May 22, 2024 at 4:00 PM**

**Call to Order**

**Approval of Minutes**

1. April 17, 2024 Meeting Minutes

**Announcements/ Upcoming Events**

2. Meeting Dates
  - a. Design Committee Meeting- 6/11/24 1:30 PM
  - b. Organization Committee Meeting- 6/13/24 10:00 AM
  - c. EV Committee Meeting- 6/12/24 4:00 PM
  - d. Promotion Committee Meeting- 0/0/24 1:30 PM
  - e. Board Meeting- 6/26/24 4:00 PM
3. Main Street Chair

**Ongoing Business**

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

**Adjournment**



## MINUTES MAIN STREET/DDA MONTHLY BOARD MEETING

- **Date & Time:** April 17, 2024, 4:00 pm
- **Present:** Kelly Swope, Charissa Murray, Cassidi Kendrick, Ricardo Ochoa, Robbyn Childs, Tim Arnold, Cate Campbell, Rachel Jones, Michael Flores, Ansley Howze, Dillon Patel (via phone),
- **Absent:** Sarah Bernzott
- **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 4:00PM by Kelly Swope. A quorum was present.

### Approval of Minutes

Minutes were approved by Charissa Murray and seconded by Cate Campbell. Majority Approved.

### Administrative Update

Chair Update by Kelly Swope: Kelly met with Cassidi Kendrick and executive board members (Dillon Patel, Charissa Murray, and Ricardo Ochoa) this month to set a standard of how meetings will go this year. Board members were reminded to sign up for peak weekend alerts. Cassidi shared the city uses a program called Notify Me to alert when a committee agenda is posted or the water goes out or, you know, whatever any of those civic notices. She's been encouraging business owners, visitors, locals, and the media to sign up for those notices. So if things happen regarding parking, traffic, public safety, or any other emergent information that needs to get out to all of you quickly, citizens do have to opt into those texts and emails themselves through the city's website on the homepage, a tab called notices for alerts and notifications. So if someone goes there, sign up for all the things that you want, and that stuff will be sent directly to your phone or your email, whichever one you choose.

Cassidi also provided an update that interviews have started for the main street coordinator position as of this week. Two interviews have been done so far. There is another one on Thursday, and then we will likely make a decision early next week, hopefully, about who will be filling in on the new main street coordinator position.



## **MINUTES MAIN STREET/DDA MONTHLY BOARD MEETING**

### **Committee Reports**

#### **Promotion:**

Cate provided an update about the promotion committee and how the committee talked about the mission statement and if we want a professional writer to do it. Ricardo suggested he knows somebody that would help do that. We also talked about what we're going to do for Labor Day Beach Bash. The entertainment would be a zydeco band, which would be a really fun change of pace from what has been done before and the committee thinks it's a good all-family kind of thing. As far as the other entertainment goes, depending on budget and time, the event could have a little more to do like Jenga, or cornhole or something down there for people to play in between. Miniature Golf was talked about, but that seems to make too much area.

Cate Campbell also mentioned that Main Street is looking at changing out the fireworks for Labor Day to maybe a drone or laser light show of some sort. Cassidi shared we have a couple of meetings next week with some potential vendors that have no idea how much that will cost. This does not mean we're taking fireworks from any other event. We're just looking at that one. Charissa mentioned it's our sustainability that Main Street discussed at the annual meeting that we want to move a little bit more forward with. Michael Flores asked if anyone talked to the pier? Cassidi said there was an upcoming meeting. Charissa said that was one of the discussions at promotions was the partnership of possibly partnering with him to do extra and making it a full beach bash versus just a one day event.

#### **Economic Vitality**

Tim Arnold shared an update about the EV committee meeting, sharing that Michael has generously offered numerous spaces in his parking lot to support recycling for south end businesses. While we also look elsewhere on the island for places to supplement business recycling, maybe some place on the north end as well. EV talked about recycling, in general, how Main Street can support businesses desired to recycle better, especially in a loss of glass. Once that solution comes, then it's, I think, a lot of people's goal to see the city either pay for or actually go back to picking up some recycling bulk at businesses, especially cans and cardboard as commodities have a lot of value, especially aluminum right now. So there's some economic incentive and just it's the right thing to do. But now everything goes and trash can go out. A survey went out to about 30 eating and drinking establishments. Tim suggested that the role of this board is to help facilitate that natural desire that businesses have to recycle because it's hard to do. It can be a contracted service or looking at that too. Also, EV talked about both expanding the total friendly program to other interested restaurants and having some type of equivalent program for any business, whether it's lodging or retail. Kelly mentioned that



## MINUTES

### MAIN STREET/DDA MONTHLY BOARD MEETING

the slots that you need to fit your cardboard in are very small and retailers have some very big boxes. So in order to recycle, we're having to cut everything down and that takes a lot of time. Cate asked if the gift shops or the galleries had been reached out to.

Ricardo stated that he and Tim talked in the past about incentives for some restaurants being turtle friendly. Licenses went from up to 249% in expense. The board discussed some financial incentive options that could assist businesses who met the turtle friendly criteria.

Michael asked if there were any updates on the recycling trailer idea. Cassidi shared that the budget has already been submitted for the next fiscal year however, the DDA has funding that can be used potentially to purchase the trailer.

#### Organization

Ansley Howze shared an update on the Organization Committee. They talked through launching that Maestro program, and have created some accounts for board and committee members. They also talked a lot about revamping the resident guide. Ansley is going to take on that project of just looking at the new resident guide, look at what's on there, how we need to add to that to make sure that we're giving a more holistic picture of welcome to Tybee. Organization talked a little bit about merchant meetups and the chamber will be doing their Mix and Mingles in August and October. Main Street is planning to do something separate from that called Merchant Meetings. One of these is going to be lunch and one's going to be an evening, something. May 22<sup>nd</sup> is the target date for the first one. The plan is to have that be located at the public safety building and be more of an update and an informational opportunity versus just networking. Organization talked about launching an ambassador program for the city and recruiting some volunteers that way just to help us with messaging. They talked about block captains and how we would love to have someone in the different business districts kind of leave the messaging for that. And then the final thing we talked about was just volunteer appreciation and looking at what that kind of looks like for this year too is that a celebration dinner is that you know, some kind of prizes for volunteers, but just something to engage people a little bit differently so that we can recruit more and have a more robust program overall.

#### Design

Michael provided an update on the Design committee. The meeting began with updating new members on the current projects in place. Also, the electrical project on Tybrisa St. is finished. The second phase of the project on Strand and HWY 80 will go out to bid soon hopefully.

Landscaping around the pier has begun, DPW put some fresh white shells out. Pressure washing will take place after spring break Then we will look at putting up the benches and bike racks. Also, the pole banners are up.



## MINUTES MAIN STREET/DDA MONTHLY BOARD MEETING

Design also talking about palm tree lighting. The committee wants to do them year round as long as they're turtle friendly. The committee is exploring a couple options right now, either some lights in the sidewalk that shine up or wrapping the trees year round. Cassidi mentioned a possible solution to the white rocks being messy on the sidewalk. She recommended trying a permeable mulch glue to hold them in place. Ricardo mentioned The Fish and Wildlife Service did it and they did a study for many years to make sure that it's environmentally friendly. The committee discussed the bike path and how to eventually tie in the wayfinding signs on the bike path. The committee talked about the need for more public restrooms. Lastly, there was lengthy discussion about the Park of 7 Flags and how Main Street can make that a destination and usable park with wayfinding and entertainment features, in conjunction with the GDOT project.

The board moved into a discussion about the Districts.

### Districts

We came up with 5 districts.

- North End Arts- from Tybee Oaks to the Post Theater.
- North Beach - Lighthouse, North Beach Grill, Museum, Shrine Club
- Mid Island - starts at the curve to 13th street??
- Downfront - South End - 13th to 19th
- Maritime - includes Lazaretto Creek Bubba Gumbos, Chimney Creek Crab Shack, and AJ's Back River.

The board moved into a discussion about the upcoming mural.

### Mural Update

We decided to let Sky come up with the design without us dictating too much of it. The word cloud is enough. We will take a vote on the final design. Pressure wash wall next week. Tybrisa will take old murals. Need permit from the City. The City Council will need to see the design. Will use main streets color pallets in between vignettes. Anti Graffiti coating included in price.

**Adjournment:** Motion to adjourn Charissa Murray at 5:11pm , seconded by Robbyn Childs, all in favor.