



**AGENDA**  
**MAIN STREET BOARD OF DIRECTORS MEETING**  
**March 23, 2022 at 4:00 PM**

Call to Order

New Business

Approval of Minutes

1. February 16, 2022 Minutes

Old Business

2. South End District Updates
3. Placer Ai.
4. Brochure Update
5. Billboard Program

New Business

6. Tybee Island Job Fair

New Business

7. April 7th, 3-6PM, The Guard House

Adjournment



**Main Street/ Development Authority Board of Directors  
Meeting Minutes**

**Date & Time:** February 16, 2022 4:00PM

**Present:** Beth Martin, Kelly Swope, Michael Flores, Dillon Patel, Charissa Murray, Sue Jackson, Susan Kelleher, Sarah Bernzott, Jay Burke, Cassidi Kendrick

**Absent:** Cate Campbell, Bill Garbett, Jay Burke

**Observers:** Carol Nathan, Forever Tybee, Rachel Jones, Seaside Sweets

**Location:** Court Room

**Call to Order**

The meeting was called to order by Sarah Bernzott at 4:04pm.

**Approval of Minutes**

Minutes for December 15, 2021 passed. Motion Kelly Swope, second by Beth Martin  
Minutes for January 19, 2022 passed, Motion by Susan Kelleher, second by Kelly Swope

**Old Business**

Tybrisa Street Updates- Main Street secured a contractor for pressure washing on the south end district. The graffiti on the benches has been cleaned up by DPW. The electrical upgrades on Tybrisa Street are hopefully going to be finished soon per an update from DPW. The contractor got COVID so the work was delayed. Service tickets were put in for the light poles that are not working properly. The City is working with GA Power to evaluate the poles and consider possible new equipment options. Cassidi informed the board that consultant Tripp Muldrow from Arnett Muldrow & Associates would come down and do a site visit with city leadership in regards to putting a comprehensive plan together for the south end. The board was interested, and Tripp will be invited to come down on March 9th.

Placer Ai- The contract will go before city leadership to be approved and signed. The board would like to help educate citizens how the information is collected and the importance of it.

Sewer Pump Boxes- Given back to the design committee. Need to know from DPW what the finished product will be before we move forward.

**New Business**

Billboard Program- Need to get businesses to buy in, and create agreements between Main Street and participating businesses for payment accountability purposes. The program cost is \$350 per

month or \$3800 for the year. Four businesses can advertise per month, if interest is great enough, we could consider a second billboard spot on the same board.

Brochures- Cassidi Kendrick showed a draft brochure that can serve as a Main Street Tybee Island Business Directory. The cost to print 25,000 from GOTPRINT would be \$2,688.99. The board asked if we could try and get it in the airport and surrounding areas visitors center. We can partner with Visit Tybee to see about distribution. Kelly Swope voted to approve the printing. Dillon Patel seconded, it was unanimously approved. .

Locals Discount Card- EV Committee discussed expanding local cards to Chatham County residents, list of participating businesses and card design needs to be revamped to match new branding. The board asked if a digital version of the card could be set up in conjunction with the printed card. Cassidi will look into the digital option. The board voted to approve expanding the radius of the locals discount card to Chatham County. Motion by Michael Flores, second by Beth Martin, it was unanimously approved.

### **Upcoming Events**

- a. Visit Tybee Mix and Mingle- February 23 5PM Coco's Sunset Grille
- b. Main Street Meet Up- March 8 4-6PM TS Chu's
- c. Irish Heritage Parade- March 12- 3PM
- d. Tybee Island Job Fair- April 7- 3-6PM Guard House

### **Adjournment**

Meeting adjourned at 5:24PM, Motion by Kelly Swope and second by Michael Flores.