



**AGENDA**  
**MAIN STREET MONTHLY BOARD MEETING**  
**October 25, 2023 at 4:00 PM**

Call to Order

Approval of Minutes

1. August 16, 2023 Meeting Minutes

Old Business

New Business

2. Director Update
3. Main Street Board Vacant Positions
4. Promotion Committee
5. Organization Committee
6. Design Committee

Upcoming Events/Announcements

Adjournment



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

**Date & Time:** August 16, 2023 | 4:00PM

**Present:** Charissa Murray, Susan Kelleher, Cassidi Kendrick, Cate Campbell, Michael Flores, Beth Martin, Dillon Patel, Sarah Bernzott, Bill Garbett

**Absent:** Maria Lancaster, Jay Burke, Sue Jackson, Kelly Swope

**Observers:** Kathryn Williams, Pat Lieby, Shirley Wright, Evan Goetz, Tracey Foreman

**Location:** Tybee Island Public Safety Building

**Call to Order**- The meeting was called to order at 4:03 PM.

### **Announcements**

Evan Goetz from the Tybee Post Theater made a brief announcement about the upcoming Tybee Post Music Festival on November 4th, 2023 and the sponsorship opportunities that are available. Businesses who are interested in sponsoring can receive more information about sponsorship from Evan or Tracey by email, call or by stopping by the theater.

**Approval of Minutes**- The minutes from the June 21, 2023 meeting were approved with a motion by Michael Flores and a second from Beth Martin.

**Old Business**- There was no old business to discuss.

### **New Business**

Sarah Bernzott, Main Street Board Chairman, informed the board that the agenda would be rearranged and the Organization committee would be the last to share an update, leading into the nonprofit funding requests.

- **Director Report**

- Cassidi Kendrick provided a directors administrative update to the Main Street Board. Kendrick shared that Keni Lozada, the Main Street Summer Intern, finished her hours required and enjoyed her internship. Lozada may be volunteering at upcoming events throughout the holiday season and at other upcoming community events. Kendrick said we would likely not be booking for a fall semester intern, however there is a possibility that Main Street reaches out to local universities for extra help during the holiday season. The Georgia Downtown Association Conference is upcoming on August 21-24, Cassidi Kendrick, Jackie Boling and Sarah Bernzott will be attending on behalf of Tybee

Main Street. Tybee Main Street will be recognized at the conference during the awards ceremony. Kendrick looks forward to the possibility of hosting the conference in the future.

## **Committee Updates**

- **Design**

- Michael Flores shared an update for the design committee. The committee is moving forward with the streetscape and landscaping project. The pressure washing was done recently, Flores gave compliments to the contractor. The concrete benches will be relocated DPW temporarily until a permanent placement is determined on the north end. The committee wants all of the street furniture on Tybrisa to match. Furniture will also be replaced at the Park of 7 Flags. Charissa Murray asked if there had been any update on the murals that are located on Tybrisa St. Kendrick reached out to the Tybee Arts Association but was not able to get any further information about the mural program. Kendrick said that in previous meetings it was discussed that the wooden murals be removed and possibly replaced with a mural down that entire all across from TS. Chus Dept. Store. Bernzott mentioned that the current murals would be restored and moved to a new location so they can still be on display. Bill Garbett said that he thinks the murals should not be removed until a new plan is in place. Garbett made a comment about the recent pressure washing. Beth Martin asked about new bike racks down front. Kendrick said new bike racks have been ordered and shipped. Flores mentioned a recent design/beautification project partnership between T.S Chu's and the Carbo House. Dillon Patel asked about the Park of 7 Flags design update. Kendrick said that will be finalized after Tybrisa due to the GDOT project. The team from Arnett Muldrow will be visiting at the end of September. The possibility of partnering with Tybee HPC to commemorate the railroad history in Park of 7 Flags new design. The first quote for the electrical upgrade came back however, Kendrick thinks there is something missing from the quote due to the low price. The board had discussion at length regarding their concerns about the invoice and the parameters of the project.

- **Economic Vitality**

- The EV Committee did not have a meeting, there is no update to report.

- **Promotion**

- Members of the Promotion Committee shared an update and informed the board that all of the upcoming events have been discussed at the committee meeting. Committee members were assigned duty stations at the Holiday Market. Beth Martin provided an update on volunteer recruitment for the events. The Christmas parade route has been adjusted by the city to be consistent for all parades. The new route will start on 6th street and travel down Butler Ave. to Tybrisa St. The committee is working on the new design for the 2024 Polar Plunge and will utilize a dropship company for tshirts. The kid's activity area at the Holiday Market could possibly be a paid area requiring a wristband. The cornhole tournament will be taking place again at the market. The final design of the Pocket Map is finished and has been sent to the printer.

- **Historic Preservation Commission**

- Jackie Boling shared that there are no events coming up for the HPC. They are focusing on continuing social media programming and anticipate bringing the trolley tour back in May of 2024. Cassidi Kendrick shared that Tybee MLK has some events upcoming and that they share a report at the monthly HPC meetings. Additionally, HPC appointed a new education and promotion committee at the monthly August meeting. Some upcoming projects for HPC education and promotion committee include a yard sign campaign and banner.
- **Organization Committee/Nonprofit Funding Requests**
  - Sarah Bernzott shared that the MS Board established the Organization Committee roughly a month ago. Main Street was tasked with overseeing the nonprofit funding requests for the 2023-2024 fiscal year. Historically this program has been facilitated by the City Council, however this year City Council approved a allotted amount of \$100,000 in the City of Tybee 2023-2024 budget to be disbursed to local nonprofit organizations on a reimbursement basis. Cassidi Kendrick provided an overview of the responsibilities of the Organization Committee and shared the members of the committee, Sarah Bernzott, Kelly Swope, Mackenzie Mullins, Liz Hood, Charissa Murray. The organization committee was established to spearhead fundraising efforts, membership drives, volunteer recruitment, and to build relationships with community partners. The committee was tasked with vetting the submitted applications for the nonprofit funding requests and to provide recommendations to the city council for funding for the applicants, within the already established parameters of the program. The applications were discussed in length at the organization committee meeting, before being brought to the main street board. The target date for seeking council approval of the funding requests is the second meeting in August. Bernzott stated that the applications Main Street received were submitted back in February-March of 2023, during the budget planning cycle of the city. Moving forward the committee will have a more firm, streamline plan for this nonprofit funding program. Due to the parameters of the program, applicants that were not 501(c)3, c6 or registered nonprofit agencies are not able to receive funding from this program. Those who applied but did not submit all of the required documentation were not considered until the requirements were fulfilled. For this year, funding award amounts were capped at up to \$10,000.00 per organization and various city service waivers. It was made clear that if the board did not feel comfortable voting on this matter, it could be discussed further at another committee or board meeting. Bill Garbett asked what criteria was used to review the applications. Bernzott shared the application criteria. Pat Lieby, Forever Tybee Observer, joined the discussion and shared that the Yeebies are a group that has historically received money from this funding source. It was stated that their request is minimal and their services do serve the community of Tybee. Lieby stated that she didn't believe the amount the Yeebies were requesting was too much, even though they are not a nonprofit organization. There was lengthy board discussion over each funding request that was submitted by qualified organizations, and submitted the required supplemental documentation. Kathryn Williams, Forever Tybee Observer, joined the discussion by asking why the Tybee Island Maritime Academy was not considered on this list. Kendrick stated that TIMA receives

funding from another line item in the city's budget. Shirley Wright, Forever Tybee Observer, also joined the discussion to ask what line item number that TIMA funding is in. Kendrick said it comes from the same category of funds as the nonprofit requests, however Kendrick did not know the exact number off hand. Pat Lieby stated that she thought TIMA was receiving \$80,000.00 from the city. Kendrick said the approved FY 23-24 Budget document stated that TIMA would be receiving \$40,000.00. The approved budget document can be found on the City of Tybee's website. Pat Lieby also mentioned that the YMCA has its own line item as well. Kendrick said it is also in the same section as the nonprofit funding requests, but a separate line item. Lieby added that the YMCA serves as the Parks and Recreation Dept. for the City of Tybee. Bill Garbett added that it would be helpful to have a packet of information available prior to the board meeting for members to review. A motion to accept the funding request recommendations as proposed was made by Beth Martin, a second from Cate Campbell. The motion passed with a majority approval from the board by members present. Dillon Patel and Michael Flores abstained from voting.

### **Announcements/ Upcoming Events**

- Labor Day Beach Bash - Sunday, September 3rd 6 PM - 11 PM
- I.C.E. Car Show Saturday, September 30th 9 AM - 3 PM
- Pirate Fest Friday, October 6th 5 PM - 11 PM & Saturday, October 7th 10 AM - 11 PM
- Red Fish Tournament Saturday & Sunday, October 7-8th 8 AM - 5 PM
- Tybee Post Music Festival Saturday, November 4th 12 PM - 10 PM

### **Adjournment-**

The meeting was adjourned at 5:24PM with a motion from Dillon Patel and a second from Michael Flores.