

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



Date & Time: August 17, 2022 4PM

Absent: Sue Jackson, Michael Flores, Cate Campbell, Charissa Murray, Jay Burke

Present: Sarah Bernzott, Beth Martin, Cassidi Kendrick, Maria Lancaster, Dillon Patel, Kelly Swope, Maggie Wright, Bill Garbett, Susan Kelleher

Observers: Carol Nathan, Forever Tybee

Location: Public Safety Conference Room

Call to Order

The meeting was called to order at 4:03PM.

Approval of Minutes

Minutes for the June, 15 2022 meeting passed with a motion from Sarah Bernzott and a second from Susan Kelleher.

Old Business

Proposed Board Guidelines- City Attorney is still providing feedback on these documents. Media, community engagement and confidentiality policy were tweaked.

New Business

Updates

Program- Planning for the 135th birthday party has begun, celebration is set for October 15th-23rd. The Picnic in the Park event will be on October 15th. Other events include time capsule, tree planting, trolley tour, silent auction and a special event from the Tybee Post Theater and the Tybee Island Historical Society. Main Street will assist with marketing and advertising.

Cassidi reiterated the billboard program guidelines, you can change your graphic monthly and businesses are offered up to three revisions of graphic work before additional charges are incurred. Main Street currently has 2 billboard panels with 8 businesses represented.

A new fundraiser idea for the program could be custom christmas ornaments. Cassidi has found a potential vendor from etsy. We are waiting on the vendor to provide a sample and confirm that they can do it tax free. The board also mentioned the possibility of selling city flags.

Cassidi shared monthly Main Street reporting numbers. Cassidi and Sarah will attend the Georgia Downtown Conference next week, Cassidi will also be giving a presentation with a representative from Georgia Power about mobile location data. Cassidi is also working with staff at the Savannah Chamber to share economic development data between our organizations.

HPC- New HPC Intern will start soon, she is currently in the Historic Design Masters Program at SCAD. HPC also just created a new logo.

Promotion- Holiday event planning has begun. The committee is working on a new event for the holidays, the Tybee Holiday Market. Planning for the Tree Lighting and Christmas Parade has also begun.

Economic Vitality- The committee decided to wait on addressing food trucks and will focus on addressing the special event application and ordinance first. Next step is a meeting with city staff.

Design- DPW told Main Street that lights shipped on July 13. New trashcans are in place. Rubbermaid cans will phase out after season. We would like to repaint the concrete benches on Tybrisa. The pressure washing will be done after labor day. Main Street was not selected for the grant with T-Mobile, we can apply again in the spring. The committee has decided to revise the proposal with Arnett Muldrow to focus on streetscape, wayfinding signage strategy and strategies for bicycle and pedestrian connectivity across the island.

Intern- Maggie is working on an event for the City's Birthday Celebration. She is also working with Michelle on a few projects and continuing work on Main Street social media and other marketing projects.

Upcoming Events/Announcements

- August 15/24 10AM-2PM Board Member Headshot Photos
- August 19- 5PM Transcendent Treasures Ribbon Cutting
- Georgia Downtown Conference- Aug 22-25, Macon GA
- September 27 5-7PM- Main Street Meet Up @ Admirals Inn

Dillon mentioned an idea for a beautification project on the south end.

Kelly asked if Main Street wanted to have a float in upcoming parades. Kelly and Sarah will take the lead on this. Maria offered to let Main Street use her golfcart.

Adjournment- Meeting adjourned at 5:15PM, Motion by Cate C. and second by Michael F.