

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



Date & Time: March 23, 4:00PM

Absent: Kelly Swope, Maria Lancaster,
Dillon Patel

Present: Beth Martin, Michael Flores,
Charissa Murray, Sue Jackson, Susan
Kelleher, Cassidi Kendrick, Bill Garbett,
Cate Campbell, Sarah Bernzott

Observers: Kate Burns

Location: Public Safety Conference Room

Call to Order

The meeting was called to order by Sarah Bernzott at 4:02pm.

Approval of Minutes

Minutes for February 16th meeting passed, motion by Susan K. and second by Beth Martin

Report

Kate Burns is looking for businesses to adopt ash cans that have been donated by Georgia's Coast is Not an Ashtray. Contact Cassidi for more information. The Beach Bum Boutique is the first to participate. It is a partnership with the City and business owners.

Old Business

South End District Updates- Tripp Muldrow came for a site visit and tour of the island with city leaders, department heads and Main Street Tybee. The group is working on creating a comprehensive plan for the South End Business District as well as some initiatives for other parts of the island. The plan will be a 3-5 year plan with phases to help with getting the plan complete. Temporary fixes for some of the issues on Tybrisa Street were discussed and the need for trash cans were reiterated. We will work on getting new trash cans before the end of this fiscal year. Follow up with Fight Dirty Tybee about helping with sidewalk cleanup.

Placer Ai- Michelle and Cassidi had a phone call with the Placer representative. We are learning how to use all of the features on Placer and how to pull specific reports. The board asked how the cost can be shared among various departments in the future.

Brochure Update- Changed project to a pocket map, looking at the credit card size, at least 20,000. The next round of printing could include advertisement spots to help order more. Will be distributed to visitor centers, the airport and possible rentals & hotels.

Billboard Program- First panel of the billboard has been reserved, all businesses on the first panel are committed for a year. Tybee Marina, Tybee Post Theater, Shoppes at 1207 and Beau and Arrow Frozen Yogurt. Looking for three more businesses to fill the second panel.

New Business

Job Fair- Several businesses want to participate but the event will be postponed due to lack of participation from potential employees. Looking at switching to a virtual option or creating some promotional videos.

Upcoming Events

Main Street Meet Up- Tybee Oaks is looking to host the next one in May, more details to come.

Adjournment- Meeting adjourned at 5:30PM, Motion by Cate C. and second by Susan K.