



Main Street/ Development Authority Board of Directors Meeting Minutes

Date & Time: May 17, 2023 | 4:00PM

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

Absent: Jay Burke, Maria Lancaster

Observers:

Location: Tybee Island Public Safety Building

Call to Order- The meeting was called to order at 4:05 PM.

Approval of Minutes- The minutes from the April 19, 2023 meeting were approved with a motion by Susan Kelleher. and a second from Kelly Swope.

Old Business- There was no old business to discuss.

New Business-

Director Report- Cassidi Kendrick quickly went over the mission and vision statement for the Main Street program. The mission statement reads, “The Development Authority/Main Street Program is an inclusive program through the City of Tybee Island that focuses on economic development within the context of historic preservation in a balanced fashion.” The vision statement reads, “ The Vision of the Program is to improve the quality of life for those that live, work, and visit Tybee Island and enhance the cultural experience while preserving the community’s barrier island heritage.”. Cassidi mentioned that the mission statement could possibly be revised. Bill Garbett asked for clarification of the difference between the Main Street and DDA program. Currently the two entities operate as the same body (board). The Main Street designation is given by the state. The DDA creation was done by ordinance from the City Council. It is possible to separate the two. The board recognized they liked the mission and vision statement of the Main Street America program.

Committee Updates

- **Economic Vitality**
 - No update.
- **Design**
 - Susan Kelleher provided the report on the progress of the design committee. The committee has been working on securing funding for upcoming projects in the 23-24 FY Budget. The committee is requesting the following funding;

- \$350,000.00 Light Pole Infrastructure
 - \$300,000.00 Electrical upgrade to Tybrisa St.
 - \$150,000.00 Holiday Decoration Replacements
 - \$45,000.00 Tybrisa/Park of 7 Flags Improvements
- The committee also had a meeting with the Chief of Police to discuss public safety on the south end. The Chief was able to share that so far this year there have been 659 open business checks conducted and 295 closed business checks. The Chief said that an officer cannot be stationed on Tybrisa at all times, but they can complete reports in their vehicles on the south end to have more of a presence. The businesses also have the opportunity to hire off duty officers for extra patrols in their designated areas.
- The committee has the intention of meeting with the county about Pier landscaping and maintenance, in conjunction with the Main Street beautification projects.
- Wayfinding signage and streetscape concepts were presented by Arnett Muldrow and Associates. Cassidi will be working with them further to continue this project.
- Sandcastle Inn presented a completed mural application. It was approved by the design committee at the regular May meeting. **The mural was again approved by the Main street board with a motion from Susan Kelleher and a second from Kelly Swope.** There is another business interested in doing a mural on their building, the application should be brought to city hall within the next few months.
- **Promotion**
 - The promotion committee continued to discuss the community wide gift card program. Committee members had further questions about the program, Cassidi Kendrick has reached out to the representative for clarification.
 - The committee would like to talk to the Police Chief about adjustment of the Christmas Parade Route.
 - The committee also shared feedback on the Holiday Market Event regarding the train, vendors, music and other event elements. Kelly Swope offered to chair the kids activity area of the Holiday Market. Cassidi said that a sponsorship chairman needs to be assigned to this event. Sarah Bernzott recommended that the entire board work on sponsorship recruitment.
 - The new version of the Tybee Pocket Map is currently underway. Cassidi and staff are working to sell photo spotlights on the pocket maps to help offset costs. The form is online and there are 25 photo spots available. The goal is to print 50,000 maps for this round and distribute them to visitor centers, the airport, local rental companies and businesses.
- **Historic Preservation Commission**
 - The Historic Preservation Commission closed out Historic Preservation Month with several successful Historic Tybee Trolley Tours. These tours highlighted the preservation efforts and overall historic narrative of Tybee Island. Through sponsorship and ticket sales, we successfully fundraised over \$2,000. After the tour, many residents offered to stop on the tours next year. Ideally, the Tybee Island Historic Trolley Tours will be a permanent May fundraiser, also nationally recognized as Historic Preservation Month.

Announcements/ Upcoming Events

- May 19, 2023 6:30 PM Beach Bum Parade
- May 20, 2023 12-5PM Tour De Art

Adjournment-

The meeting was adjourned at 4:55PM with a motion from Cate Campbell and a second from Michael Flores.