



MINUTES

MAIN STREET/DDA MONTHLY BOARD MEETING

- **Date & Time:** July 17, 2024, 4:00 pm
- **Present:** Kelly Swope, Charissa Murray, Tim Arnold, Michael Flores, Maggie Wright, Rachel Jones, Cassidi Kendrick, Dillon Patel, Ansley Howze (via phone)
- **Absent:** Sarah Bernzott, Robbyn Childs, Ricardo Ochoa
- **Observers:** Ruthie Wilson (Forever Tybee) and Bob Matkowski (Guest)
- **Location:** Burke Day Public Safety Building, Conference Building, 78 Van Horne Ave

Call to Order: Kelly Swope called the meeting to order at 4:01 pm

Approval of Minutes:

The minutes of the June 26, 2024, Main Street meeting were unanimously approved upon motion by Cate Campbell and seconded by Charissa Murray.

Administrative Update

Kelly Swope reported that She, Cassidi, and Maggie are going to the Georgia Downtown Conference on August 25-29.

Kelly asked for approval of the August meeting dates.

- Design: 8/13/24, 2:00 pm
- Organization: 8/8/24, 10:00 am
- Economic Vitality: 8/20/24, 4:00 pm
- Promotions: 8/6/24, 2:00 pm
- Board Meeting: 8/21/24, 2:00 pm

Staff Report

Maggie reminded the Board that they all need to be using their City emails to conduct Main Street business. She reminded everyone of the committee reports and that the committee chairs need to fill those out and submit them several days before the meeting. Maggie gave an update



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on the WTOC Morning Break segments, the first recording is to be back on Friday, July 19 for their review. She mentioned that they had gotten several inquiries about the Holiday Market vendor applications, that she was working on the application, and that it should be available in August.

Committee Reports

Promotions: Cate

The committee agreed that the Holiday Market Cornhole tournament should be named after Bob-O, and some of the proceeds would go to the Mermaids and Pirates Club in Bob-O's name, and they would figure out that percentage at a later date.

- Charissa made the motion to approve
- Cate seconded
- Approved unanimously

At their last meeting, the committee selected the 22 animations for the Labor Day drone show. It was announced that Forever Tybee is the \$5,000 for the event. The drones are to take off from the beach close to the 18th Street Crossover. The company pays for the staff to monitor the drones and makes sure the section of the beach is roped off. The drone show is about 13 minutes long and has music to accompany the displays.

- Dillon made a motion to approve the 22 animations picked by the Design Committee
- Cate seconded
- Approved unanimously

Cassidi explained that there are five to six songs that will play during the drone show and some of the ideas the committee came up with were Pirates of the Caribbean, Under the Sea from the Little Mermaid, Jimmy Buffett, and Beach Boys. The company handles getting the proper licensing for the music. The board agreed that the promotion committee could pick music without coming back for a vote.



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Design: Michael

Michael reported that at the last committee meeting the main topic of discussion was the city budget process.

He asked that he and Maggie could get together on the Bob-O Memorial cornhole tournament. He asked that the committee and staff get together tomorrow (August 18, 2024) at 1:00 p.m. to count the trees to be wrapped this year for the holiday decorations for a quote and look at the outlets on Highway 80. Maggie and Dillon confirmed that they would be there.

He reported that there is no update on the electrical work on the Sound End.

Michael gave an update on the bike racks and benches have not been installed. The benches are to be installed tomorrow (August 18, 2024).

He reported that the graffiti on Tybrisa Street was cleaned immediately after the SEE, CLICK, FIX report. Cassidi mentioned that the city is creating a new program for citizens to report.

Michael mentioned that there needs to be more trash cans on Highway 80 and Strand Avenue.

Economic Vitality:

The economic vitality committee has not met yet, they will meet on July 23, 2024, at 4:00 p.m.

Organization: Maggie

Maggie gave an update on the Merchant Meeting on September 12. She asked that each committee chair give an update on what their committee is working on, volunteer opportunities, etc. Cate said she would be out of town, and Charissa said she could cover the promotions committee presentation.

Maggie said the committee wants to start a holiday storefront decorating contest. The decorations would have to be up by November 30, the community would vote for their favorites via Main Street Facebook, the votes would close on December 9, and the winner would be announced at the December 12 City Council meeting. She said the committee is working on what the prizes will be.

She reported that there will be a Holiday decorating Lunch and Learn on October 2 and Liz Hood is working on the outline and presentation.



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Executive Board Meeting:

Wednesday, July 24, 2024, 3:00 pm, at City Hall.

Adjournment:

- The motion to adjourn was made by Dillon
- Cate seconded
- Passed unanimously
- The meeting was adjourned at 4:58 pm