



## **MINUTES**

### **MAIN STREET/DDA MONTHLY BOARD MEETING**

- **Date & Time:** November 18, 2024, 4:00 p.m.  
**Location:** Burke Day Public Safety Building, Conference Room, 78 Van Horne Ave
- **Members Present:** Kelly Swope, Charissa Murray, Tim Arnold, Maggie Wright, Cassidi Kendrick, Ansley Howze, Sarah Bernzott, Ricardo Ochoa, Dillon Patel
- **Absent:** Cate Campbell
- **Observers:** Ruthie Wilson (Forever Tybee)

#### **Call to Order**

- Kelly called the meeting to order at 4:09 p.m.

#### **Approval of Minutes**

- The minutes from the October 16, 2024 meeting were reviewed and approved.
  - Motion to approve: Charissa
  - Second: Sarah

#### **Chair Update**

- **Board Member Nominations:**
  - Four applications were received for the Main Street board vacancies: Ansley Howze, Brett Loehr, Joy Horn, and Jane Hall.
  - The nominating committee recommended Ansley Howze for the voting position and Brett Loehr, Joy Horn, and Jane Hall for the ex-officio positions.
    - **Motion to approve:** Sarah
    - **Second:** Ricardo
  - New board members will be voted on by the City Council at the December 12 meeting and start their term in January.

#### **Staff Report: Maggie**

- **Training:** Maggie reminded board members to complete training to maintain certification; 5 hours required.

## Financial Update

- Ricardo provided the financial update.
  - **Beginning balance:** \$24,736.28
  - **Ending balance:** \$25,924.02
  - Expenses mainly for the holiday market and tree lighting.
- Kelly requested financial reports for individual events and to create event-specific budgets.

## Upcoming Events

Volunteers are needed for various roles at the upcoming events:

- **Holiday Market:** Volunteers for kids' activities, set up, and breakdown.
- **Christmas Parade:** Additional volunteer help is needed.

## Upcoming Meetings:

- Design Committee: 12/10/24, 2:00 p.m.
- Organization Committee: 12/12/24, 10:00 a.m.
- EV Committee: 12/4/24, 4:00 p.m.
- Promotion Committee: 12/12/24, 4:00 p.m.
- Board Meeting: 12/18/24, 4:00 p.m.

## Committee Reports

### Promotions - Maggie

- **Holiday Events:**
  - Holiday Market:
    - 46 vendors confirmed for the holiday market.
    - Eric Thomas will host a cornhole tournament, need 10 more sets of boards.
    - The Pet Parade will take place from 1:30-2:30 p.m.
    - The Grinch will be making an appearance.

- Event sponsors: Kelly and Company, Tybee Art Gallery, Tybee Island Farmers Market, and Riptide Bar and Grill
- **Parade:** Applications for the Christmas Parade are open.
- **Polar Plunge:** T-shirt design has been finalized and planning is underway.
- **New Year's Eve:** Fireworks planned for midnight.

### **Design - Dillon**

- Contractor secured for wrapping palms for the holidays.
- Review of light strand inventory and follow-up with contractor.
- Installation of Christmas décor scheduled for this Wednesday.
- Discussion on relocating bike racks and trash cans along Butler Avenue and at the 7 Flags area.
- Request for a list of completed tasks and outstanding items.

### **Economic Vitality - Tim**

- **Turtle Friendly Business Program:**
  - Timeka has found grants for a recycling program.
  - Public Works will supply recycling bins for aluminum.
  - Looking for businesses to pilot the program.
  - City manager spoke with Savannah about glass recycling.
  - **Motion** to move forward with the Turtle Friendly Business Program: Charissa.
  - **Second:** Ricardo.
  - All in favor.
- **Kelly's Event Idea:** Organizing an event to teach businesses about the importance of being turtle-friendly, with Sysco interested in bringing vendors.

### **Organization - Ansley**

- **Ansley reported that the Merchant Meeting went well and thanked those that were in attendance.**
- Maggie is recruiting volunteers for the holiday market through social media and the committee is helping through outreach to organizations.
- **Locals Discount Card:** Card valid from Jan 1 - Dec 31 with 12 participating businesses.
- **Volunteer Appreciation Event:** Scheduled for Jan 21 at the Guard House with awards.

- **New Residents Guide:** Still in progress.
- **Fundraising:**
  - The committee would like to buy the rights to the mural on Tybrisa Street by Sky Benson to use for Main Street merchandise to fundraise.
  - **Motion** to purchase the design rights for \$2,000: Dillon.
  - **Second:** Ricardo.
  - All in favor.

### **Upcoming Events**

- **Holiday Market:** 11/30/24, 12:00 p.m. - 6:00 p.m.
- **Tree Lighting Ceremony:** 11/30/24, 6:00 p.m. - 8:00 p.m.
- **Christmas Parade of Lights:** 12/6/24, 6:30 p.m.
- **Tybee Tour de Art:** 12/14/24, 12:00 p.m. - 5:00 p.m.

### **Adjournment**

- The meeting was adjourned at 4:47 p.m.
- **Motion:** Charissa
- **Second:** Ricardo
  - All in favor.