



MINUTES MAIN STREET/DDA MONTHLY BOARD MEETING

- **Date & Time:** December 18, 2024, 4:00 pm
- **Present:** Kelly Swope, Charissa Murray, Tim Arnold, Maggie Wright, Ansley Howze, Sarah Bernzott, Dillon Patel, and Cate Campbell.
- **Absent:** Ricardo Ochoa
- **Observers:** Ruthie Wilson (Forever Tybee)
- **Location:** Burke Day Public Safety Building, Council Chambers, 78 Van Horne Ave

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

Approval of Minutes:

The November 18, 2024, Main Street meeting minutes were reviewed and approved. Motion to approve by Sarah, seconded by Charissa.

Administrative Update

Training: Maggie reminded board members to continue working on training hours to maintain certification. Board members need to complete 5 hours of training.

Board Member Nominations: Maggie reported that there were four nominations for board membership, Ansley Howze for the voting position, and 3 ex-officio members: Jane Hall, Brett Loehr, and Joy Horn. All four were approved by the City Council.

Financial Update: Maggie provided the financial report:

- Beginning balance: \$24,736.28
- Ending balance: \$28,403.15

A financial meeting is scheduled for January to review budgets and develop sponsorship packages.

Upcoming Meetings:

- Design Committee Meeting: January 7, 2025, at 2:00 PM
- Organization Committee Meeting: January 9, 2025, at 10:00 AM
- EV Committee Meeting: January 8, 2025, at 4:00 PM
- Promotion Committee Meeting: January 9, 2025, at 4:00 PM
- Board Meeting: January 14, 2025, at 4:00 PM
- Annual Planning: February 11, 2025, at 10:00 AM at the Guardhouse

Staff Report

Maggie provided an update on the Polar Plunge, reporting the sale of 100 t-shirts so far.

Committee Reports

Promotions: Cate

The holiday market was a success, with the Who Hair and kids' activities being particularly well-received. Plans are underway to create a new sponsorship packet for the upcoming year, along with event binders to improve record-keeping. It was proposed to align vendor times with the conclusion of the tree lighting event. Additionally, a vendor survey will be developed, with a free space contest offered as an incentive for participation.

Polar Plunge discussions included coordinating volunteers, ordering signage, and ordering a new polar bear inflatable outfit for \$35.

Design: Dillon

Updates included tree wrapping and pressure washing, with some trees currently out of service and contractors addressing the issue. Dillon offered to meet with the contractors to assist. A quote is being explored for eco-friendly pressure washing, though DPW may handle this task during the shoulder season. Plans are underway to reallocate bike racks and trash cans on Tybrisa, with potential locations identified near the Pier, Rock House, and Waves. A meeting with Deb from DNR is being scheduled to discuss pier streetscaping improvements. The team is also reviewing and updating sidewalk café and merchandise permits from 2014 and suggested improvements for the Park of Seven Flags, including ensuring the sidewalk safely enters the park. Lastly, efforts are being made to create a comprehensive list of completed projects.

Economic Vitality: Tim

The expansion of the Turtle-Friendly Business program was approved by the Main Street Board in November, with plans to onboard new businesses in January and February. The committee is planning an event at the Marine Science Center on February 17, 2025, at either 4:00 PM or 6:00 PM. Suppliers will be present at the event to showcase sustainable swaps and answer questions. Additionally, a commercial aluminum recycling program is scheduled to roll out between January and March. The committee is also discussing promotions to recognize and celebrate businesses that go above and beyond in their efforts.

Organization: Ansley

The launch of the Discount Local Cards will be delayed due to low response from businesses and non-profits. Discussions are ongoing about whether the card should remain local-focused or transition into a discount card. The committee plans to review bylaws in February and March and is organizing a volunteer appreciation party. The board approved the purchase of Sky's mural design in November. Plans are underway to transform the mural design into sellable assets to generate revenue. Additional discussions will be held to finalize the implementation of this initiative.

Upcoming Events:

- New Year's Eve Fireworks - 12/31/24
- Tybee Polar Plunge - 1/1/25
- Volunteer Appreciation - 1/21/25 - 5PM

Adjournment:

Motion to adjourn made by Sarah at 4:56 p.m., seconded by Dillon