



## **MINUTES**

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

- **Date & Time:** June 26th, 2024, 4:00 pm
- **Present:** Cassidi Kendrick, Kelly Swope, Charissa Murray, Ricardo Ochoa, Michael Flores, Maggie Wright, Dillon Patel, Cate Campbell, Sarah Bernzott, Ansley Howze
- **Absent:** Tim Arnold
- **Observers:** Melanie - Forever Tybee
- **Location:** Burke Day Public Safety Building, Conference Building, 78 Van Horne Ave

**Call to Order:** Kelly Swope

**Approval of Minutes:** Kelly makes a motion to approve the minutes. All approved.

#### **Administrative Update**

Cassidi brought up the need to change the terms from Jan 1 - Dec 30 to July 1 - June 30 to follow the city's fiscal year.

#### **Staff Report**

- WTOC morning break filming on Friday, June 28.
- Maggie sent out a spreadsheet with training hour opportunities for the board members.
- City emails for board members - The IT department is requiring all Main Street board members to use a city email for protection against viruses.

The group discussed the need to balance tradition and innovation in community events, as well as strategies to promote local businesses and sustainable tourism practices in Tybee Island. They also addressed funding and scope challenges in a lighting project for the downtown area, emphasizing the importance of collaboration and finding solutions that benefit everyone. Throughout the conversation, the group highlighted the need to support local businesses and promote sustainable tourism practices.



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- Charissa Murray expresses difficulty with scheduling a meeting on July 12th due to being busy with work.
- Cassidi suggests changing term dates to match the fiscal year (July 1 - June 30)
- Board members can serve 2 terms consecutively before taking a break, with recruitment starting earlier in the year
- Maggie mentions opportunities for Main Street 101 training
- Participants discuss logistics for a team training event, with dates in August and September.

#### **Promotion Committee**

- Labor Day Beach Bash- Cassidi announced Terrance Simien and the Zydeco Experience as the Sunday night entertainment
- Drone Show - Cassidi announced the contract has been signed and she is recruiting a sponsor.
- Michael emphasizes the importance of tradition but also wants to keep things fresh.
- Ricardo argues that tradition is not always the same thing, and people want variety.

#### **Organization Committee**

- Merchant meeting (*September 10, 5:00 p.m.*)
- Holiday theme lunch and learn (*October 2, 12:00 p.m.*)
- Volunteer opportunities
- Creating a new resident guide
- Revamping locals' discount card
- How to pass information out and recruit

#### **Economic Vitality Committee**

- Turtle Friendly gift card
- Starting Turtle Friendly retail program and creating criteria for that.



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- The group brainstormed ways to revamp the discount card program, potentially involving local nonprofits and fundraising opportunities.
- Group discusses potential solutions for promoting local businesses during an event, including a loyalty card program and partnerships with nearby companies.
- Group discusses partnering with Cisco to help businesses afford more sustainable options.

#### **Design**

- When is the next scheduled pressure washing?
- Electrical on Highway 80 and Strand
- The bid is closed and is not under legal review by the City Attorney
- The goal is to be done by Pirate's Fest or Christmas
- Alternative to wrapping the palm trees with lights for Christmas, looking at sidewalk/ up lighting.
- Budget questions
- Cassidi explains budget constraints for the lighting project, citing fiscal year limitations.
- Committee discusses using leftover funds for electrical work and potential sponsorships.
- Retailers working on implementing turtle-friendly practices, including recycling and reducing plastic use.
- Discussed an increase in the lighting budget for the upcoming Christmas season.
- Michael emphasizes inclusivity in lighting up the downtown area.
- The group discussed the electrical upgrades for the south and business district, with concerns about the budget and consequences of the project.
- The group debated the use of money for other purposes, such as lighting, and the potential punishment for undercutting the budget.
- Michael expresses frustration with not being asked to contribute to new businesses despite working hard to get where they are.
- Ricardo explains that the goal is to expand the commercial district and make it bigger, with the help of Michael and other neighbors.



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- Michael expresses frustration with delayed funding for the lighting project, while Cassidi explains the city's perspective on carrying over funds from previous years.
- Cassidi discusses budgeting and financial planning, mentioning the importance of keeping track of income and expenses.
- Committee members discuss the need for more efficient communication and reporting processes to improve meeting productivity.

**Adjourn**

Motion: Sarah Bernzott

Second: Ricardo Ochoa

Passed unanimously.

**The meeting was adjourned at 5:13 p.m.**