



A G E N D A
MAIN STREET/DDA MONTHLY BOARD MEETING
May 21, 2025, at 4:00 PM

Mission & Vision Statements:

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 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.

Call to Order

Approval of Minutes

1. April 16, 2025, Meeting Minutes

Financial Report

2. April 2025 Financial Report

Ongoing Business

3. Main Street Chair
 - a. Upcoming Board Vacancies
 - b. Upcoming Elections
4. Staff Report
5. Board Updates
6. Committee Updates
 - a. Promotion
 - b. Design
 - c. Organization
 - d. Economic Vitality

New Business

Upcoming Meeting Dates- TENTATIVE SCHEDULE

7. Design Committee Meeting- June 5, 2025, 2:00 PM
8. Organization Committee Meeting- June 12, 2025, 9:00 AM
9. Fundraiser Meeting- June 12, 2025, 10:00 AM

- 10. EV Committee Meeting- June 10, 2025, 3:30 PM, City Hall
- 11. Promotion Committee Meeting- June 5, 2025, 4:00 PM
- 12. Board Meeting- June 18, 2025, 4:00 PM

Announcements/ Upcoming Events

13. Upcoming Events:

- a. Indigo Festival- May 24, 2025, 4:00 PM
- b. Tie Dye Tuesdays- Kelly and Company, May 27- August 12
- c. Corona USA Beach Clean Up- June 1, 2025, 6:00 PM
- d. World Ocean Day Beach Clean Up- June 8, 2025, 6:00 PM

14. City Hall Closures:

- a. Memorial Day: May 26, 2025

Adjournment





MINUTES MAIN STREET/DDA MONTHLY BOARD MEETING

- **Date & Time:** April 16th, 2025, 4:00pm
- **Present:** Charissa Murray, Sarah Bernzott, Maggie Wright, Dillon Patel, Joy Horn, Kelly Swope, Jane Hall, Ansley Howze (via Microsoft Teams), Tim Arnold, Cassidy Kendrick, Maggie Wright
- **Absent:** Brett Loher, Ricardo Ochoa
- **Observers:** Ruthie Wilson (Forever Tybee)
- **Location:** Public Safety Building

Call to Order: The meeting was called to order at 4:00 PM by Kelly Swope.

Approval of Minutes:

The minutes from the March meeting were approved with a motion by Sarah and second by Ansley; the motion passed unanimously.

Financial Report:

Maggie presented the March financial report: The DDA account had a beginning balance of \$33,303.49, deposits totaling \$1,743.07, withdrawals of \$11,098.11, leaving an ending balance of \$23,948.45.

Chair Updates

Kelly Swope reported that four board applications were received during the nomination period (March 7–April 7). The nominations committee, elected at the March 26 meeting, met on April 11 and recommended Joy Horn (voting member), Steve Farace, and Ron Rimawi (ex-officio members). A motion to approve the slate was made by Charissa, seconded by Sarah, and passed unanimously. The nominations will go before City Council on May 8, 2025.

Staff Report:

Maggie reminded board members to make sure they are completing their trainings.

Cassidi shared updates on her projects and informed the group of her upcoming maternity leave. She will present on the Wayfinding Signage Project at the April 23 City Council workshop and provide details on the Nonprofit Grant Program timeline. Applications opened April 14 and close May 16, with awards expected in July. Maggie will serve as the point of contact during Cassidi's leave. Cassidi also updated on the South End electrical project; one proposal was received and is under evaluation for possible award at the May 8 Council meetings.

Committee Reports

Promotions: Joy

Maggie reported that she had updated the Annual Sponsorship Packet based on the committee's suggestions and that the committee was ready to move forward with a vote. Kelly called for a motion to approve the revised packet. Charissa made the motion, Ansley seconded, and it passed unanimously.

The committee discussed bringing back Movies in the Park and Community Day events. They also reviewed Restaurant Week 2025, which featured six participating restaurants and considered moving the event to August due to low turnout.

The committee recommended consolidating the Holiday Market, Tree Lighting, and Parade into a single weekend event, branded as "Tybee for the Holidays," to increase community participation and encourage overnight stays. The proposed schedule includes the Tree Lighting on Friday, the Market and Parade on Saturday, and the Market continuing on Sunday. Kelly called for a motion to approve moving the holiday events to the first weekend in December. Sarah made the motion, Dillon seconded, and it passed unanimously.

Design: Dillon

Dillon reported for the Design Committee. He shared that the dolphin bike rack was installed and is in use. DPW will conduct monthly pressure washing throughout the summer, and additional services are under consideration. Safety improvements at the Park of 7 Flags remain under discussion, and the committee expressed interest in updating trash cans along Butler Avenue for uniformity. They also plan to ride the existing bike route to assess potential improvements.

Organization: Ansley

Ansley reported for the Organization Committee. The DPW Appreciation Lunch held April 7 at the Guard House was a success and will be repeated in the fall. The New Resident Guide is now live on the Main Street website. The committee is reviewing a one-page document on board responsibilities for recruitment and is proposing to replace in-person merchant meetups with branded drop-in packets. A separate meeting will be held to plan a fundraiser using the Tybrisa Street mural as a merchandise theme. Due to low response rates, the Discount Card timeline will shift to run from July 1–June 30, with 12 businesses required to launch. The committee reviewed redlined bylaws, which have been sent to legal, and will coordinate with Maggie, Ricardo, and Kelly to begin drafting the DDA budget.

Economic Vitality: Tim

Tim Arnold reported for the Economic Vitality Committee. He shared that Farace's Finest will host a Turtle-Friendly ribbon-cutting event on April 24 at 4:20 PM, with live music to follow. The committee is working to recertify current participants and expand the program. Tim also announced his resignation from the board due to joining the Marine Science Center board and encouraged continued collaboration between nonprofits and the City. He requested that Charissa assist in developing a webpage for the Turtle-Friendly Business Program. He also reported a 30% increase in aluminum collection during the extended curbside recycling pilot.

Mobile Visitors Center Project

Cassidi provided an update on the Mobile Visitor Center, a collaborative project between Visit Tybee and Main Street. The rebuilt South End info hut was completed last year, and the team is moving forward with a mobile version for use at local events. It will be co-branded and include digital screens and brochure racks, with a target launch date in 2026. She expressed interest in submitting the project for a Georgia Downtown Association award.

Upcoming Meetings and Events

Maggie reviewed upcoming meeting dates, events, and City Hall closures.

Adjournment:

- The meeting was adjourned at 4:51 PM following a motion by Charissa and second by Dillon, which passed unanimously.

**Tybee Island Main Street
Monthly Financial Report- April 2025**

Main Street- City Operating Budget

Line item	Expense Amount	Description
Main Street Operations	\$50.00	Main Street Community Management System
Main Street Operations	\$75.00	Monthly Email Newsletter Program
Main Street Operations	\$.99	Work Phone Icloud Storage
Main Street Operations	\$.99	Work Phone Icloud Storage
Main Street Operations	\$693.72	Adobe
Main Street Operations	\$1.25	Service Fee
HPC	\$174.34	Trolley Tour of Homes Booklets
TOTAL \$ 1,896.47		

South Beach District- City Operating Budget

Line item	Expense Amount	Description
TOTAL: \$0.00		

**Tybee Island Main Street
Monthly Financial Report- April 2025**

DDA Account	
Beginning Balance	\$23,948.45
Deposits/Credits	\$2,726.47
Withdraws/Debits	\$2,969.63
Ending Balance	\$23,705.29

DDA Account		
	Expense Amount	Description
Withdrawal/Debit	\$88.00	Square POS System Subscription
Withdrawal/Debit	\$2,400.00	Lamar Billboard Agreement Payment
Withdrawal/Debit	\$49.09	Maintenance Fee
Withdrawal/Debit	\$ 28.15	DPW Appreciation Lunch Supplies (Publix)
Withdrawal/Debit	\$17.49	DPW Appreciation Lunch Supplies (Publix)
Withdrawal/Debit	\$383.30	DPW Appreciation Lunch (Huc A Poos)
Deposits/ Credit	\$328.48	Billboard Program Payment
Deposits/ Credit	\$656.96	Billboard Program Payment (2)
Deposits/ Credit	\$832.95	Billboard Program Payment and Morning Break Payment
Deposits/ Credit	\$328.48	Billboard Program Payment
Deposits/ Credit	\$289.80	Morning Break Payment
Deposits/ Credit	\$289.80	Morning Break Payment



Tybee Island Main Street committee report

Committee Name:	Design	Date and Time:	May 15, 2025, 2:00 PM
Members Present:	Kelly Swope, Ron Rimawi, Dillon Patel, Joy Horn, Maggie Wright		
Observers/ Guests:	Forever Tybee		
Objectives:	<ul style="list-style-type: none"> • Updates on ongoing projects 		
Accomplishments:	<ul style="list-style-type: none"> • Tybrisa Resurfacing Project Update • Pressure Washing • Bike Route Audit 		
Summary:	<p>Tybrisa Resurfacing Project:</p> <ul style="list-style-type: none"> • Maggie and Ron provided an update on the ongoing Tybrisa resurfacing project. The committee confirmed that artificial turf will be used in the larger parking islands, while permeable pavement will be installed around the trees. Dillon recommended using a lower-profile turf to increase durability and reduce debris accumulation. The committee also discussed using a brown color for the permeable pavement to better match the existing pavers. Maggie shared that she and Ron will be meeting with the City Manager, Pete, and Brent from the Department of Public Works (DPW) to review the project and address any outstanding questions. The next step is to select a provider. <p>Bike Racks:</p> <ul style="list-style-type: none"> • The Dolphin bike rack has been successfully installed at the base of the pier and is already seeing high usage, having been completely full several times. The committee discussed installing the fish bike racks next, with plans to replace the existing racks on Tybrisa Street and Strand Avenue. Additional potential installation sites include Fisherman's Walk, Alley 3, and Alley 2/Inlet Avenue. <p>Pier Projects:</p> <ul style="list-style-type: none"> • Maggie noted that Corey from Chatham County reached out to discuss potential projects around the pier, including the addition of benches and a fresh load of shell. The committee welcomed the collaboration, as these align with current design priorities. 		

	<p>Pressure Washing:</p> <ul style="list-style-type: none"> The first round of pressure washing has been completed by DPW. Cleanings will continue at the beginning of each month throughout the summer. The committee expressed a desire for DPW to use eco-friendly cleaning solutions for future cleanings. <p>Blighted Building on Butler Avenue:</p> <ul style="list-style-type: none"> The committee expressed concern about a visibly blighted building in the downtown area. Members would like to draft a letter on behalf of the Main Street/DDA board to the property owner, encouraging efforts to improve the building's exterior appearance. <p>Bike Route Audit:</p> <ul style="list-style-type: none"> Committee members conducted an audit of the island's bike route and identified multiple areas for improvement. Key concerns include missing signage on the north side of Highway 80, faded paint on 2nd Avenue and Chatham Avenue, and various safety concerns. The group also discussed the potential for route adjustments and highlighted locations where additional bike racks are needed. <p>Trash Cans:</p> <ul style="list-style-type: none"> All existing trash cans designated for the business district/Butler area have been deployed. No additional units are currently available. The committee would like to order new trashcans for Butler Avenue (from 14th St. to Tybrisa St) and Strand Ave.
<p>Action Items:</p>	<ul style="list-style-type: none"> Tybrisa Resurfacing Project <ul style="list-style-type: none"> Maggie and Ron to meet with City Manager Pete and Brent (DPW) to review project scope and answer questions. Plan and coordinate the replacement of existing racks on Tybrisa Street and Strand Avenue with fish bike racks. Maggie to follow up with Corey from Chatham County Draft and send a letter from the Main Street/DDA board to the building's owner requesting exterior improvements. Bike Route Improvements <ul style="list-style-type: none"> Compile findings from the bike route audit into a report
<p>Date of Next Meeting:</p>	<p>June 5, 2025, 2:00 PM, Public Safety Building</p>



Tybee Island Main Street

committee report

Committee Name:	Organization Committee	Date and Time:	5.8.25 10:03 AM
Members Present:	<p>Ansley Howze Maggie Wright Forever Tybee Representative- Theresa Pottratz</p> <p>Absent: Kelly Swope Liz Hood</p>		
Objectives:	<p>Build leadership and strong organizational capacity Ensure broad community engagement Forge partnerships across sectors</p>		
Accomplishments:	<p>The sponsorship packet was approved.</p>		
Summary:	<p>Exit Interviews-</p> <ul style="list-style-type: none"> - Committee to review one-sheet information Maggie has put together to finalize that before our next meeting. <p>Merchant-</p> <ul style="list-style-type: none"> - Doing Pop-ins to businesses on May 20. Items to include: Sponsorship Packet, Discount Card Info/Sign-up Sheet, Window Clings, Billboard, Popcorn w/ tag. <p>Mainstreet Fundraiser Idea-</p> <ul style="list-style-type: none"> - Meeting June 12 at 10 AM following the 9 AM Organization Committee meeting to finalize next steps. <p>Discount "Local" Cards-</p> <ul style="list-style-type: none"> - Due to the busy time of year and lower response rate than hoped, the committee discussed bumping the timeline from July 1-June 30 yearly. - June 20 Cut-off date for businesses signing up. - Cost is \$1 a piece, Non-profits sell for \$10 a piece - Next steps to include solidifying final non-profits and recruiting businesses to have at least 12 on the card, currently at 4 businesses. Max would be 16. 		



Tybee Island Main Street

committee report

	<ul style="list-style-type: none"> - Kelly will reach out to TIMA, Ansley will reach out to Lighthouse and TMSC (Maggie to send contact info). - For restrictions and information, the committee discussed having a QR code to scan to our Mainstreet Website that has full details. <p>Budget-</p> <ul style="list-style-type: none"> - Maggie/Ricardo/Kelly to sit and finalize draft budget meeting. A follow-up meeting is needed to get to next steps. <p>Bylaws-</p> <ul style="list-style-type: none"> - The changes were sent to legal and we are waiting on them for a vote. <p>OLD BUSINESS</p> <p>Merchant Breakfast-</p> <ul style="list-style-type: none"> - Potentially a breakfast for the next merchant meet-up at 9 before shops open. Wednesday mornings are good for restaurant owners, as that's when they do ordering. Tabling this until the Fall. <p>Photo Booths-</p> <ul style="list-style-type: none"> - Find out how many are on Tybee (Admirals Inn, Salty Pelican, Hucapoos). - Would one do well for a fundraising element in city owned places? <p>Community Days-</p> <ul style="list-style-type: none"> - Bringing back community days. - We could unveil each of the district names. - "Main Street Third Thursday" "Main Street Tybee Tuesday" or something similar, to set up as a very low lift monthly thing. No needs for high staffing. Great sponsorable opportunity. <p>Meeting ended at 10:26 am.</p>
<p>Recommended Next Steps:</p>	<p>See action items above. Actions assigned to report out at next meeting.</p>
<p>Date of Next Meeting:</p>	<p>June 12 at 9 AM at Public Safety Building</p>



Tybee Island Main Street

committee report

Committee Name:	Economic Vitality	Date and Time:	May 13, 2025, 3:30 PM
Members Present:	Maggie Wright, Bob Matkowski, Joy Horn		
Observers/ Guests:	Cilla Shindell, Forever Tybee		
Objectives:	<ul style="list-style-type: none"> • Farace’s Finest event recap. • TFBP discussion 		
Accomplishments:	<ul style="list-style-type: none"> • Farace’s Finest Ribbon Cutting & TFBP Certification event had a strong turnout and was well-received, setting a positive tone for future events. • New TFBP Interest Form was created by Maggie, approved by Tim, uploaded to the Main Street website, and paired with a dedicated TFBP webpage. 		
Summary:	<p>Farace’s Finest Ribbon Cutting and Certification</p> <ul style="list-style-type: none"> • The Economic Vitality Committee shared a successful recap of the Farace’s Finest Ribbon Cutting and Turtle-Friendly Business Program (TFBP) Certification event. The turnout was strong, the venue well-received, and attendees engaged in positive, forward-thinking conversations. Excitement is building for future ribbon cuttings and certifications as the program continues to grow. The committee expressed hopes of adding new members, and Maggie noted she will begin inviting Community Development Director Patricia Sinel to participate in upcoming meetings. <p>Turtle-Friendly Restaurant Recertification</p> <ul style="list-style-type: none"> • In addition to welcoming new members to the program, the committee is also focused on re-certifying the 13 currently participating Turtle-Friendly restaurants. Committee members will meet individually with each restaurant to review updated program criteria and confirm continued eligibility. These check-ins will be brief and informal, with no formal re-certification ceremony planned. However, each business will receive recognition through social media posts to highlight their ongoing commitment. • Recertification efforts for current Turtle-Friendly restaurants are underway. Bob is following up with his assigned businesses, while Maggie has reached out to hers and is scheduling meetings. 		

	<p>Turtle Friendly Business Program:</p> <ul style="list-style-type: none"> • Promotions: <ul style="list-style-type: none"> ○ Maggie reiterated her goal to launch targeted TFBP promotions and will collaborate with Tim from Fight Dirty Tybee on related efforts. • Interest Form: <ul style="list-style-type: none"> ○ An interest form for the program, created by Maggie and approved by Tim, has been uploaded to the Main Street website, along with a dedicated TFBP webpage. Maggie plans to highlight this form in the upcoming newsletter. <p>Curbside Aluminum Recycling Pilot Program:</p> <ul style="list-style-type: none"> • Bob provided an update on the Curbside Recycling Program, noting a recent increase in aluminum recycling. However, some participating businesses have not been consistently using the service. <p>Project Idea:</p> <ul style="list-style-type: none"> • The committee discussed an idea brought up by Kelly at a previous meeting, in August, Tybee business customers can submit receipts for a chance to win a \$50 gift card to the local business of their choice. The promotion will be supported with a flyer/poster and social media posts.
<p>Action Items:</p>	<ul style="list-style-type: none"> • Maggie, Tim, and Bob will meet with their assigned restaurants to complete re-certification check-ins. • Maggie and Tim will collaborate on TFBP promotions. • Maggie will include the TFBP interest form and webpage in the next Main Street newsletter.
<p>Date of Next Meeting:</p>	<p>June 10, 2025, 3:30 PM, City Hall</p>