



A G E N D A
MAIN STREET/DDA ANNUAL PLANNING MEETING
February 11, 2025, 10:00 AM – 2:00 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.

I.	Arrivals, Coffee, Welcome	Kelly, Maggie, & Cassidi
II.	Introductions & Plan for the Day	Aileen
III.	Board Business with Committee Reports	Kelly+
IV.	State of Organization	Maggie, Kelly, Cassidi +
V.	Committee Selection / Confirmation	Aileen
	<i>Break; Gather Lunch</i>	
VI.	Transformation Strategies for 2025	Aileen
VII.	Narrow Transformation Strategies Selection	Aileen
VIII.	<i>Begin</i> Setting Goals for Transformation Strategies	Aileen
IX.	Wrap-up / Next Steps / Closing Thoughts	Aileen & Kelly

RETREAT OBJECTIVES

- Share state of the organization
- Select / confirm committee service
- Determine 2025 Transformation Strategies
- Begin drafting Transformation Strategies Goals



MAIN STREET/DDA ANNUAL PLANNING MEETING BOARD BUSINESS

1. Approval of Minutes
 - a. January 15, 2025 Meeting Minutes
2. Financial Report
 - a. January 2025 Financial Report
3. Ongoing Business
 - a. Main Street Chair
 - b. Staff Report
4. Board Updates
 - a. Committee Updates
 - i. Promotion
 - ii. Design
 - iii. Organization
 - iv. Economic Vitality
5. New Business
6. Upcoming Meeting Dates- TENTATIVE SCHEDULE
 - a. Design Committee Meeting- 2/25/2025, 2:00 PM
 - b. Organization Committee Meeting- 3/6/2025, 10:00 AM
 - c. EV Committee Meeting- 3/12/2025, 2:00 PM
 - d. Promotion Committee Meeting- 3/6/2025 4:00 PM
 - e. Board Meeting- 3/19/2025, 4:00 PM
7. Announcements/ Upcoming Events
 - a. Upcoming Events:
 - i. Turtle-Friendly Launch Event: February 17, 2025, 4:00 PM - 6:30 PM
 - ii. Restaurant Week: February 17-28, 2025
 - iii. Galentine's Soiree | Shoppes at 1207: February 15, 2025, 11:00 AM - 3:00 PM
 - iv. Island-Wide Yard Sale: February 22, 2025
 - v. Tour De Art: March 16, 2025, Noon - 5:00 PM
 - b. City Hall Closures:
 - i. President's Day, February 17, 2025



MINUTES

MAIN STREET/DDA MONTHLY BOARD MEETING

- **Date & Time:** January 15, 2025, 4:00 pm
- **Present:** Charissa Murray, Tim Arnold, Maggie Wright, Ansley Howze, Dillon Patel, Joy Horn, Ricardo Ochoa.
- **Absent:** Kelly Swope, Brett Loher, Sarah Bernzott, and Cate Campbell.
- **Observers:** Ruthie Wilson (Forever Tybee)
- **Location:** Burke Day Public Safety Building, Conference Building, 78 Van Horne Ave

Call to Order

The meeting was called to order by Maggie Wright at 4:04 PM.

Approval of Minutes

The minutes from the December 18, 2024, Main Street/ DDA board meeting were reviewed and approved. A motion to approve was made by Charissa and seconded by Ansley. The motion was unanimously approved.

Administrative Update

Maggie welcomed Joy Horn as an ex-officio member. She also noted that the Georgia Main Street and Main Street America annual assessments have been completed and submitted for review.

Financial Update

Maggie provided a financial update, reporting that the City Operations budget expenditures totaled \$7,134.37, while the South Beach Operating budget expenditures amounted to \$12,063.68. The ending balance stands at \$37,169.17, with most deposits coming from the Polar Plunge event.

Upcoming Meetings

- Design Committee Meeting – February 13, 2025, at 2:00 PM

- Organization Committee Meeting – February 6, 2025, at 10:00 AM
- Economic Vitality Committee Meeting – February 6, 2025, at 3:00 PM
- Promotion Committee Meeting – February 6, 2025, at 4:00 PM
- Board Meeting – February 12, 2025, at 4:00 PM
- Annual Planning Meeting – February 11, 2025, at 10:00 AM (Guardhouse)

Committee Reports

Promotions

Maggie reported on behalf of the Promotions Committee that the committee decided to renew the contract for the digital billboard on Victory Drive. The Polar Plunge event was a great success, with 750 shirts sold out and an estimated attendance of 3,000. Restaurant Week is scheduled for February 17–28, the registration fee is set at \$100, and for an additional cost, restaurants will have the opportunity to be featured on WTOC's Morning Break. Maggie is working to promote the event and get restaurants signed up. Additionally, Charissa and Maggie will collaborate on developing a sponsorship packet for the annual sponsorship program.

Design

Dillon Patel reported on behalf of the Design Committee, stating that the wrapping of the tree lights has been completed and discussions took place regarding the Butler Project. He noted that the Department of Public Works (DPW) can assist with some pressure washing needs and that a quote has been received from Window World. A meeting with the Department of Natural Resources (DNR) is being scheduled to discuss landscaping by the pier. The Park of Seven Flags project is awaiting approval from the Georgia Department of Transportation (GDOT). Additionally, the committee is currently reviewing the sidewalk café permit process.

Economic Vitality

Tim Arnold provided updates on the Commercial Aluminum Recycling Program and the upcoming launch of the revamped Turtle-Friendly Business Program. Scheduled for February 17, 2025, from 4:00–6:30 PM at the Tybee Island Marine Science Center, the event will connect business owners with suppliers offering sustainable alternatives. Attendees will enjoy appetizers, drinks, and product samples while celebrating businesses already participating in the program. Promotion efforts will include social media, newsletters, flyers, e-vites, a billboard ad, and possibly a video reel.

Organization

Ansley Howze reported on behalf of the Organization Committee, providing updates on several initiatives. The Discount Card program has received support from local businesses, but more participation is needed, the committee's goal is to secure 12 businesses and explore distribution strategies. A bylaws review meeting is scheduled for February 13 from 9:00–11:00 AM. The New Resident Guide is still in development, Maggie is designing the layout and aiming for a mid-February launch. The Volunteer Appreciation Event is set for January 21 at 5:00 PM at the Guard House. Additionally, the committee discussed a fundraising initiative centered around the Tybrisa Street mural, focusing on distribution, sales, and marketing strategies

Upcoming Events

- Volunteer Appreciation Event: January 21, 2025, at 5:00 PM
- Tybee YMCA Critz Tybee Run Fest: January 31–February 1, 2025
- Turtle-Friendly Business Program Launch Event: February 17, 2025, at 4:00 PM
- Restaurant Week: February 17–28, 2025

Adjournment

A motion to adjourn was made by Ricardo and seconded by Charissa. The meeting was adjourned at 4:28 PM.