



A G E N D A
MAIN STREET/DDA MONTHLY BOARD MEETING
October 16, 2024, 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. July 17, 2024 Meeting Minutes
2. August 21, 2024 Meeting Minutes

Announcements/ Upcoming Events

3. Meeting Dates- TENATIVE SCHEDULE
 - a. Design Committee Meeting- 11/12/24 2:00 PM
 - b. Organization Committee Meeting- 11/14/24 10:00 AM
 - c. EV Committee Meeting- 11/6/24 4:00 PM
 - d. Promotion Committee Meeting- 11/14/24 2:00 PM
 - e. Board Meeting- 11/20/24 4:00 PM
4. Main Street Chair
 - a. Add authorized user to bank account

Ongoing Business

5. Staff Report
 - a. Financial Update
 - b. Upcoming events:
 - i. Merchant Meeting: 10/22/2024
6. Committee Updates
 - a. Promotion
 - i. Holiday Market
 - b. Design
 - i. Banners
 - ii. Pressure Washing
 - iii. Tree lighting
 - c. Organization

- i. Merchant Meeting
 - ii. Lunch and Learn
 - iii. Discount Card
 - iv. Fundraising
- d. Economic Vitality
 - i. Recycling Grant
 - ii. Turtle-Friendly Business Designation Proposal

Adjournment





MINUTES MAIN STREET/DDA MONTHLY BOARD MEETING

- **Date & Time:** July 17, 2024, 4:00 pm
- **Present:** Kelly Swope, Charissa Murray, Tim Arnold, Michael Flores, Maggie Wright, Rachel Jones, Cassidi Kendrick, Dillon Patel, Ansley Howze (via phone)
- **Absent:** Sarah Bernzott, Robbyn Childs, Ricardo Ochoa
- **Observers:** Ruthie Wilson (Forever Tybee) and Bob Matkowski (Guest)
- **Location:** Burke Day Public Safety Building, Conference Building, 78 Van Horne Ave

Call to Order: Kelly Swope called the meeting to order at 4:01 pm

Approval of Minutes:

The minutes of the June 26, 2024, Main Street meeting were unanimously approved upon motion by Cate Campbell and seconded by Charissa Murray.

Administrative Update

Kelly Swope reported that She, Cassidi, and Maggie are going to the Georgia Downtown Conference on August 25-29.

Kelly asked for approval of the August meeting dates.

- Design: 8/13/24, 2:00 pm
- Organization: 8/8/24, 10:00 am
- Economic Vitality: 8/20/24, 4:00 pm
- Promotions: 8/6/24, 2:00 pm
- Board Meeting: 8/21/24, 2:00 pm

Staff Report

Maggie reminded the Board that they all need to be using their City emails to conduct Main Street business. She reminded everyone of the committee reports and that the committee chairs need to fill those out and submit them several days before the meeting. Maggie gave an update



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on the WTOC Morning Break segments, the first recording is to be back on Friday, July 19 for their review. She mentioned that they had gotten several inquiries about the Holiday Market vendor applications, that she was working on the application, and that it should be available in August.

Committee Reports

Promotions: Cate

The committee agreed that the Holiday Market Cornhole tournament should be named after Bob-O, and some of the proceeds would go to the Mermaids and Pirates Club in Bob-O's name, and they would figure out that percentage at a later date.

- Charissa made the motion to approve
- Cate seconded
- Approved unanimously

At their last meeting, the committee selected the 22 animations for the Labor Day drone show. It was announced that Forever Tybee is the \$5,000 for the event. The drones are to take off from the beach close to the 18th Street Crossover. The company pays for the staff to monitor the drones and makes sure the section of the beach is roped off. The drone show is about 13 minutes long and has music to accompany the displays.

- Dillon made a motion to approve the 22 animations picked by the Design Committee
- Cate seconded
- Approved unanimously

Cassidi explained that there are five to six songs that will play during the drone show and some of the ideas the committee came up with were Pirates of the Caribbean, Under the Sea from the Little Mermaid, Jimmy Buffett, and Beach Boys. The company handles getting the proper licensing for the music. The board agreed that the promotion committee could pick music without coming back for a vote.



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Design: Michael

Michael reported that at the last committee meeting the main topic of discussion was the city budget process.

He asked that he and Maggie could get together on the Bob-O Memorial cornhole tournament. He asked that the committee and staff get together tomorrow (August 18, 2024) at 1:00 p.m. to count the trees to be wrapped this year for the holiday decorations for a quote and look at the outlets on Highway 80. Maggie and Dillon confirmed that they would be there.

He reported that there is no update on the electrical work on the Sound End.

Michael gave an update on the bike racks and benches have not been installed. The benches are to be installed tomorrow (August 18, 2024).

He reported that the graffiti on Tybrisa Street was cleaned immediately after the SEE, CLICK, FIX report. Cassidi mentioned that the city is creating a new program for citizens to report.

Michael mentioned that there needs to be more trash cans on Highway 80 and Strand Avenue.

Economic Vitality:

The economic vitality committee has not met yet, they will meet on July 23, 2024, at 4:00 p.m.

Organization: Maggie

Maggie gave an update on the Merchant Meeting on September 12. She asked that each committee chair give an update on what their committee is working on, volunteer opportunities, etc. Cate said she would be out of town, and Charissa said she could cover the promotions committee presentation.

Maggie said the committee wants to start a holiday storefront decorating contest. The decorations would have to be up by November 30, the community would vote for their favorites via Main Street Facebook, the votes would close on December 9, and the winner would be announced at the December 12 City Council meeting. She said the committee is working on what the prizes will be.

She reported that there will be a Holiday decorating Lunch and Learn on October 2 and Liz Hood is working on the outline and presentation.



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MAIN STREET/DDA MONTHLY BOARD MEETING

Executive Board Meeting:

Wednesday, July 24, 2024, 3:00 pm, at City Hall.

Adjournment:

- The motion to adjourn was made by Dillon
- Cate seconded
- Passed unanimously
- The meeting was adjourned at 4:58 pm

DRAFT



MINUTES MAIN STREET/DDA MONTHLY BOARD MEETING

- **Date & Time:** August 21, 2024, 4:00 pm
- **Present:** Kelly Swope, Charissa Murray, Tim Arnold, Michael Flores, Maggie Wright, Rachel Jones, Cassidi Kendrick, Ansley Howze, Dillon Patel (via phone), and Robbyn Childs (via phone)
- **Absent:** Sarah Bernzott, Ricardo Ochoa
- **Observers:** Ruthie Wilson (Forever Tybee)
- **Location:** Burke Day Public Safety Building, Conference Building, 78 Van Horne Ave

Michael Flores resigned from the board at 4:01 p.m.

Call to Order: Kelly Swope called the meeting to order at 4:02 p.m.

Approval of Minutes:

The minutes of the July 17, 2024, Main Street meeting were reviewed and confirmed as accurate. However, a vote could not be conducted due to the absence of a quorum.

Administrative Update

Upcoming Events: Labor Day Beach Bash- 8/29-9/1/24

Merchant Meeting- 9/10/2024: Ansley gave an overview of the Merchant Meeting and said that the Organization committee is working to get Trelor Park to cater light refreshments for the event.

Kelly thanked everyone for attending Main Street 101 Training.

Kelly reminded everyone that Cassidi, Maggie, and she will be at the Georgia Downtown Conference next week (August 26-29).



MINUTES MAIN STREET/DDA MONTHLY BOARD MEETING

Cassidi said that there is now a vacancy on the board. She explained the process of getting a new board member in place. The board will choose a Nominating Committee at the September meeting, they will review the applications and present their recommendation to the Board, the Board will vote in December, and they will be in place in January 2025.

Staff Report

Cassidi reviewed the financial report and stated that Ricardo will be taking over in September.

Cassidi also discussed the Georgia Downtown Conference silent auction basket. She asked if any of the board members could donate items to the basket, the proceeds from the auction items go towards a scholarship.

Maggie stated that the Labor Day Beach Bash plans have been finalized. The lodging has been booked for the band. The drone show is expected to be completed by the end of the week.

Maggie also reported that they have been getting several inquiries about the Holiday Market vendor application, and said that it is in the works and will be posted soon.

Committee Reports

Promotions: Cate

Labor Day Beach Bash: The committee finalized the Labor Day Beach Bash plans. They discussed lodging options for the band and agreed to negotiate the contract to come up with solutions. The committee discussed the drone show. Cate stated a section of the beach will be roped off for the drones and that the show can be viewed from the pier. Cate stated that we are still waiting on the music for the drone show.



MINUTES MAIN STREET/DDA MONTHLY BOARD MEETING

Holiday Market: The committee reviewed the updated site plan for the event and decided to move the cornhole tournament to the pier and move the children's activities. Cate gave an overview of the cornhole tournament: Cate noted we need regulation-size cornhole boards. Since the tournament will be on the pier, Riptide Bar and Grill will also be open. Dillion suggested checking if the pier's size works, and Cassidi mentioned that fire department changes to the site plan prompted the move to the pier. The committee decided to cap the number of teams and name the event the Robert Ridge Memorial Cornhole Tournament. They discussed board sponsors, and the Promotion Committee will set the participation cost. The committee discussed adding a pet parade and costume contest that Cassidi will chair.

Design: Maggie

The committee decided to replace the damaged Main Street banners with the correct size, ordering only orange ones and storing the old ones for future use.

Maggie shared an update on the string lights and shared Daniel's \$1,000 recommendation for hardware and lights, which the committee approved.

The committee discussed available funds and potential future projects.

Pressure washing: It's done quarterly at \$3,500, with the next cleaning set for Labor Day using an approved eco-friendly cleaner.

The committee wants the 2 shark bike racks installed by Labor Day.

Christmas tree wrapping: Ron and Solomon plan a dry run before giving a quote.

Economic Vitality: Maggie



MINUTES MAIN STREET/DDA MONTHLY BOARD MEETING

The committee discussed recycling and that they would like to bring it back to the island. Timeka spoke with ABC Waste and the compactor would be placed in the South End business district, but this is in the very infant stages. The committee would like to offer incentives to participate in recycling. Some feedback from business owners regarding what would make them recycle included: having it picked up and better receptacles.

Timeka is working on a grant from EPA, the committee will be helping Timeka fill out the application.

Tim is working on revamping the Turtle Friendly Program criteria to include more industries.

Organization: Ansley

The committee is preparing the presentation for the Holiday Lunch and Learn. Ansley noted that window painting doesn't require a city permit, and Maggie is organizing a call for local artists to participate.

Ansley shared that the committee is also planning a volunteer appreciation banquet after the holidays and wants to regularly recognize DPW crews with quarterly or biannual lunches or pizza parties.

The goal is to revamp the Local's Discount Card by November 1, potentially partnering with nonprofits to help recruit businesses, with a portion of the proceeds benefiting them.

The committee aims to create a general annual calendar for the program and is reviewing updates to their bylaws, which will be discussed at the next meeting.

Maggie and Ansley are also updating the New Resident Guide, with plans for both online and print versions.



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MAIN STREET/DDA MONTHLY BOARD MEETING

Upcoming Events:

- **Labor Day Beach Bash:** August 30 - September 1
- **ICE Car Show:** September 28 at the Lighthouse
- **Forever Tybee Yard Sale:** September 28 at Memorial Park
- **Tybee Stops Traffic:** September 29
- **Red Fish Tournament:** October 11 - 12
- **Pirate Fest:** October 10-13
- **Walk MADD:** October 26 in the Tybrisa Parking Lot (17th Street)
- **Tour de Art:** November 16
- **Holiday Market:** November 30

Adjournment:

- The meeting was adjourned at 4:46 pm

**Tybee Island Main Street
Monthly Financial Report- August 2024**

| Main Street- City Operating Budget | | |
|---|----------------|---|
| Line item | Expense Amount | Description |
| HPC | \$ 300.00 | Maggie & Holly Registration for HPC Conference |
| Special Events | \$ 149.27 | Labor Day Beach Bash Banners |
| Main Street Operations | \$ 50.00 | Main Street Community Management System |
| Main Street Operations | \$ 180.00 | Annual Membership Dues |
| Design Projects | \$ 334.28 | Maps for info hut & graphic design work |
| Board Training & Education | \$ 26.71 | Main Street 101 Meeting Supplies |
| Board Training & Education | \$ 91.00 | Board Member Meeting Lunch |
| Special Events | \$ 300.00 | WTOC Morning Break Spot |
| Special Events | \$ 325.00 | Labor day Billboard Ad |
| Main Street Operations | \$ 75.00 | Online Newsletter Program |
| Board Training & Education | \$ 19.20 | Board Member Meeting Coffee |
| Special Events | \$ 1,835.00 | Lodging for Labor Day Band |
| Travel | \$ 37.09 | Fuel to Thomasville for Conference |
| Special Events | \$ 3.33 | Labor day Beach Bash Ad |
| Special Events | \$ 24.83 | Bungee Cords for hanging banners |
| Travel | \$ 22.45 | Travel Meal for Cassidi and Maggie 8/25 Lunch) |
| Travel | \$ 23.83 | Travel Meal for Cassidi and Maggie 8/26 (Breakfast) |
| Travel | \$ 50.00 | Travel Meal for Cassidi and Maggie 8/25 (Dinner) |
| Travel | \$ 12.66 | Travel Meal for Cassidi and Maggie 8/27 (Breakfast) |
| Travel | \$ 49.00 | Travel Meal for Cassidi and Maggie 8/28 (Dinner) |
| Travel | \$ 23.48 | Travel Meal for Cassidi and Maggie 8/28 (Breakfast) |
| Travel | \$ 29.00 | Travel Meal for Cassidi and Maggie 8/28 Lunch) |
| Travel | \$ 426.44 | Rental Car for GDA Conference |
| Travel | \$ 52.00 | Travel Meal for Cassidi and Maggie 8/28 (Dinner) |
| TOTAL \$4,439.57 | | |

| DDA Account | |
|--------------------|-------------|
| Beginning Balance | \$24,827.11 |
| Deposits/Credits | \$2,657.13 |
| Withdraws/Debits | \$2,566.35 |
| Ending Balance | \$24,917.89 |

| DDA Account | | |
|--------------------|-----------------------|---|
| | Expense Amount | Description |
| Withdrawal/Debit | \$ 88.00 | Square POS System Subscription |
| Withdrawal/Debit | \$ 77.04 | Site visit lunch with Georgia Main Street Staff |
| Withdrawal/Debit | \$ 2,300.00 | Lamar Billboard Agreement Payment |
| Withdrawal/Debit | \$ 2.99 | Subscription for Data Storage |
| Withdrawal/Debit | \$ 48.32 | Synovus Maintenance Fee |
| Withdrawal/Debit | \$ 50.00 | Georgia Municipal Association |
| Deposits/Credit | \$ 724.95 | Billboard Program Payment, 2 months |
| Deposits/Credit | \$ 362.32 | Billboard Program Payment, 1 Month |
| Deposits/Credit | \$ 603.77 | Billboard Program Payment, Annual, and WTOC Morning Break |
| Deposits/Credit | \$ 676.29 | Billboard Program Payment 1 Month and Annual |
| Deposits/Credit | \$ 289.80 | WTOC Morning Break Payment |

**Tybee Island Main Street
Monthly Financial Report- September 2024**

| Main Street- City Operating Budget | | |
|---|----------------|--|
| Line item | Expense Amount | Description |
| Main Street Operations | \$ 50.00 | Main Street Community Management System |
| Travel | \$ 14.02 | Travel Meal for Cassidi and Maggie 8/29 Breakfast) |
| Travel | \$ 47.87 | Fuel from Thomasville to Tybee |
| Travel | \$ 531.08 | Lodging for HPC State Conference |
| Board Training & Education | \$15.00 | HPC Member Registration for HSF Lecture |
| Board Training & Education | \$15.00 | HPC Member Registration for HSF Lecture |
| HPC | \$ 37.45 | Resignation Gift for HPC Member |
| Main Street Operations | \$ 8.99 | City Phone Equipment |
| Main Street Operations | \$ 75.00 | Monthly E-Newsletter Subscription Program |
| Special Events | \$ 13.71 | Ribbon Cutting Supplies |
| TOTAL \$ 808.12 | | |

| South Beach District- City Operating Budget | | |
|--|----------------|---|
| Line item | Expense Amount | Description |
| Special Events | \$ 134.12 | Labor Day Beach Band Meal |
| Special Events | \$ 25.10 | Labor Day Beach Bash Band Supplies |
| Special Events | \$16.18 | Labor Day Beach Bash Band Supplies |
| Special Events | \$ 93.07 | Labor Day Beach Bash Band Supplies |
| Special Events | \$ 102.69 | Labor Day Beach Bash Drone Show Signage |
| Special Events | \$ 350.00 | Labor Day Beach Bash Drone Show Security |
| Special Events | \$46.66 | Labor Day Beach Bash Facebook Ad |
| Streetscaping | \$868.47 | Festoon Lighting/Equipment |
| Special Events | \$3,463.62 | Labor Day Beach Bash Band Stage |
| Special Events | \$10,000.00 | Final Labor Day Beach Bash Drone Show Payment |
| Special Events | \$500.00 | Labor Day Beach Bash Radio Ad Campaign |
| TOTAL \$17,199.91 | | |

| DDA Account | |
|--------------------|-------------|
| Beginning Balance | \$24,917.89 |
| Deposits/Credits | \$2,693.64 |
| Withdraws/Debits | \$2,875.25 |
| Ending Balance | \$24,736.28 |

| DDA Account | | |
|--------------------|-----------------------|---------------------------------------|
| | Expense Amount | Description |
| Withdrawal/Debit | \$ 88.00 | Square POS System Subscription |
| Withdrawal/Debit | \$ 32.38 | Labor Day Meal for Staff |
| Withdrawal/Debit | \$ 2,300.00 | Lamar Billboard Agreement Payment |
| Withdrawal/Debit | \$ 57.13 | PayPal (Polar Plunge Shirts) |
| Withdrawal/Debit | \$ 48.32 | Synovus Maintenance Fee |
| Deposits/Credit | \$ 289.80 | WTOC Morning Break Payment |
| Deposits/Credit | \$ 300.00 | WTOC Morning Break Payment (by check) |
| Deposits/Credit | \$ 724.95 | Billboard Program Payment (2 months) |
| Deposits/Credit | \$ 362.32 | Billboard Program Payment (1 month) |
| Deposits/Credit | \$ 74.62 | Polar Plunge T-shirt x2 |
| Deposits/Credit | \$ 338.15 | Labor Day Beach Bash Security |
| Deposits/Credit | \$ 289.80 | WTOC Morning Break Payment |
| Deposits/Credit | \$ 313.97 | Billboard Program Payment (annual) |



Tybee Island Main Street

committee report

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|---------------------------|--|-----------------------|-----------------------------------|
| Committee Name: | Promotion | Date and Time: | August 15, 2024 4:08 PM - 5:03 PM |
| Members Present: | Kelly Swope, Cate Campbell, Charissa Murray, Cassidi Kendrick, Maggie Wright, and Joy Horn | | |
| Observers/ Guests: | None. | | |
| Objectives: | <ul style="list-style-type: none"> • To finalize Labor Day Plans • Overview of Holiday Market plans. | | |
| Accomplishments: | <ul style="list-style-type: none"> • Finalized Labor Day Beach Bash plans • Discussed Holiday Market and came up with ideas to rearrange the site map. | | |
| Summary: | <p>Labor Day Beach Bash</p> <ul style="list-style-type: none"> • Entertainment <ul style="list-style-type: none"> ○ Joy Horn talked about music, plans for the Labor Day Bash ○ The lodging budget was discussed and the committee agreed to negotiate the contract and come up with solutions. ○ Capital A Stage was confirmed • Drone Show <ul style="list-style-type: none"> ○ Roping off of beach and map of viewing area discussed ○ Drone show music will be added and reviewed. ○ Viewing on Pier confirmed ○ Only one police officer is needed for the drone show ○ Maggie and Cassidi will make a viewing map and signage <p>Holiday Market</p> <ul style="list-style-type: none"> • Sponsorships and maps of events agreed upon. <ul style="list-style-type: none"> ○ Plans to find more Corn Hole Boards and sponsors. ○ Site plan updated to show new children's space. ○ 2nd face painter needed. ○ Cornhole Tournament <ul style="list-style-type: none"> ▪ Will be named 3rd Annual Robert Ridge Corn Hole | | |

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| | <p>Tournament</p> <ul style="list-style-type: none"> ▪ The committee discussed moving the tournament to the pier to increase the event footprint. ▪ Board sponsor \$200 ▪ Limit on contestants and when they can apply. ▪ Tybee t-shirts may be ordered. <ul style="list-style-type: none"> ○ Pet Parade decided on (Cassidi volunteered to find sponsors) |
| <p>Recommended Next Steps:</p> | <ul style="list-style-type: none"> • Look for sponsors for holiday Cornhole (Joy) • Check on face painters (Maggie) • Look for talent/ bands • Contact Marie Beebe to coordinate volunteers for the Pet Parade and find where the event will fit in the schedule. (Cassidi) |
| <p>Date of Next Meeting:</p> | <p>September 12, 2024, 4:00 PM</p> |



Tybee Island Main Street

committee report

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|-------------------------------|---|-----------------------|------------------------------------|
| Committee Name: | Design Committee | Date and Time: | August 13, 2024, 2:02 pm - 3:53 pm |
| Members Present: | Kelly Swope, Dillon Patel, Michael Flores, Rachel Jones, Cassidi Kendrick, and Maggie Wright | | |
| Observers/ Guests: | Forever Tybee observer | | |
| Objectives: | Discuss ongoing projects. | | |
| Accomplishments: | <ul style="list-style-type: none"> • Decided to replace the Main Street banners. • Decided on new sting lights and Hardware for Tybrisa Street. • Set goals for when we want projects done (bike racks, pressure washing, string lights). | | |
| Summary: | <ul style="list-style-type: none"> • Banners <ul style="list-style-type: none"> ○ The committee decided to replace all the Main Street banners that were damaged by Tropical Storm Debbie with the correct size. They also agreed to only order orange ones and no blue. ○ Put old banners in storage to use for a later project • String lights <ul style="list-style-type: none"> ○ We got a recommendation from Daniel with DPW for the hardware and lights for approximately \$1,000. The committee decided to go with his recommendation. ○ Comments: Make sure we get UV-rated zip ties and the lights are warm. • Discussed the funds in the South Beach Business District line and the committee is thinking about what they want to start next. • Pressure washing <ul style="list-style-type: none"> ○ We currently get it done quarterly and the committee set a goal to have the next cleaning done by Labor Day. ○ \$3,500 currently ○ Can use cleaners now with a new eco-friendly approved cleaner • Bike racks <ul style="list-style-type: none"> ○ The committee would like to have the 2 sharks installed by Labor Day. ○ Main Street would have to provide the concrete and bolts for installation. DPW will have to pull out the bushes and rocks. • Wrapping trees for Christmas <ul style="list-style-type: none"> ○ Ron spoke to Solomon and they want to do a dry run before they can give us a quote. | | |

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| | <ul style="list-style-type: none"> ○ Ron also wants a scope of work to send to a few companies so they can provide quotes. ● Expanding Beautification Efforts <ul style="list-style-type: none"> ○ The committee wants to create uniformity and create representation across the whole island. ○ Some ideas mentioned: <ul style="list-style-type: none"> ▪ Benches ▪ Bike racks ▪ Garbage cans ▪ Using old banners in other areas. ○ Take an inventory/wish list of what every district wants ○ The committee wants to set a budget for the North End and Arts and Entertainment District ● Make sure we address old business at every meeting ● Kelly is going to call the Coast Guard for volunteers to hang the banners. |
| <p>Recommended Next Steps:</p> | <ul style="list-style-type: none"> ● Make a scope of work for the holiday lighting (Maggie) ● Call the Coast Guard for volunteer opportunities (Kelly) |
| <p>Date of Next Meeting:</p> | <p>September 10, 2024, 2:00 PM</p> |



Tybee Island Main Street

committee report

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|-------------------------------|---|---------------------------|------------------------------------|
| Committee Name: | Organization Committee | Date and Time: | August 15, 2024, 9:00 AM -10:05 AM |
| Members Present: | Kelly Swope, Liz Hood, Ansley Howze, and Maggie Wright | | |
| Observers/ Guests: | Bob Matkowski (Forever Tybee) | | |
| Objectives: | Discuss Merchant Meeting, Holiday Lunch and Learn, New Resident Guide, and Local's Discount Card | | |
| Accomplishments: | <ul style="list-style-type: none"> • Reviewed Merchant Meeting presentation draft/ template. • Decided on a goal date for the Local's Discount Card. • Discussed ideas on improving and revamping the New Resident Guide. | | |
| Summary: | <ul style="list-style-type: none"> • Holiday Lunch and Learn <ul style="list-style-type: none"> ○ Maggie reported that window painting does not require a permit from the city. She is going to do a call for artists for potential window painters and start with the Tybee artists first. ○ Liz will give the presentation at the next meeting. • Volunteer and DPW Appreciation <ul style="list-style-type: none"> ○ The committee wants to do a volunteer appreciation banquet after the holidays. <ul style="list-style-type: none"> ▪ Create a database of all our volunteers for events ○ The committee wants to consistently recognize the DPW Crews for all they do for us. <ul style="list-style-type: none"> ▪ Quarterly or biannual lunches/ pizza parties • Local's Discount Card Revamp <ul style="list-style-type: none"> ○ Goal: have finished by November 1 ○ Work with the nonprofits to see if they are interested and they can help recruit the businesses on the card and the proceeds will go to them. • Calendars <ul style="list-style-type: none"> ○ The committee would like to create a general/annual calendar for the program. • Bylaws update <ul style="list-style-type: none"> ○ Kelly is making notes of changes and the committee will review them at the next meeting. • New Resident Guide | | |

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| | <ul style="list-style-type: none">○ The committee wants to create a magazine-type document with all relevant services, businesses, etc.○ Ansley and Maggie are going to get together to discuss what needs to be added and come up with a design. |
| Recommended Next Steps: | <ul style="list-style-type: none">● Begin reaching out to nonprofits to see if they would be interested in the Local's Card (Maggie)● Add committee members to Maestro (Maggie)● Call the Coast Guard for volunteer opportunities (Kelly) |
| Date of Next Meeting: | September 12, 2024, 10:00 AM |



Tybee Island Main Street

committee report

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| Committee Name: | Economic Vitality | Date and Time: | August 20, 2024 2:30 p.m. - 3:00 p.m. |
| Members Present: | Timeka Shannon, Tim Arnold, Bob Matkowski | | |
| Observers/ Guests: | Demia Mosthaff, Emily Liebttag | | |
| Objectives: | Review Turtle-Friendly Business Criteria Review grant opportunities | | |
| Accomplishments: | | | |
| Summary: | <p>Recycling</p> <ul style="list-style-type: none"> • Timeka talked to ABC Waste to bring glass recycling back to the island. They had discussed contracting with DPW but ABC Waste would prefer working directly with the residents and business owners first, and then could see about opening it up to the city. • The compactor would be in the South Beach business district. • Either the businesses can take their bins to the compactor or if every business wants to participate, then they could come pick up for them up and take them to the compactor <p>Incentives to make the businesses and staff want to recycle</p> <ul style="list-style-type: none"> • Having the recycling picked up • Having better receptacles for recycling. <p>Solid waste trust fund grant program</p> <ul style="list-style-type: none"> • An EPA grant that the city wants to apply for. • September 30 deadline • Next Steps: <ul style="list-style-type: none"> ○ Start a small group of those who are interested in helping fill out the application | | |

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| Recommended Next Steps: | <ul style="list-style-type: none">• Send the Turtle-Friendly program new criteria out. (Tim)• Circulate the grant application (Timeka)• Add Timeka and Bob to Maestro (Maggie)• Find out how much the city gets paid for recycling. (Demia) |
| Date of Next Meeting: | September 17, 2024 at 1:30 p.m. |



Tybee Island Main Street

committee report

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|-------------------------------|---|-----------------------|--|
| Committee Name: | Promotions | Date and Time: | September 12, 2024, 4:02 p.m. - 4:53 p.m. |
| Members Present: | Kelly Swope, Sarah Bernzott, Joy Horn, Cassidi Kendrick, Maggie Wright | | |
| Observers/ Guests: | Melanie Clearman (Forever Tybee) | | |
| Objectives: | <ul style="list-style-type: none"> • Overview of Labor Day Beach Bash • Discuss Holiday Market plans | | |
| Accomplishments: | <ul style="list-style-type: none"> • Updated on Holiday Market • Assigned duties for Holiday Market | | |
| Summary: | <p>Labor Day Beach Bash:</p> <ul style="list-style-type: none"> • Cassidi and Maggie gave an update on how the event went. • Maggie will post a feedback form on Facebook. <p>Holiday Market:</p> <ul style="list-style-type: none"> • Vendors: <ul style="list-style-type: none"> ○ Maggie posted the application ○ 50+ responses received so far ○ We will review the applications, narrow down the list, and ensure we do not have too many repeats. • Overview of the site map • Sponsorship <ul style="list-style-type: none"> ○ Staff, Ricardo, and Cate ○ The application is ready to be posted ○ Goal: \$5,000 ○ The sponsorship typically covers the kids' activities. • Kids' Activities <ul style="list-style-type: none"> ○ Kelly ○ Train ○ Bouncy House ○ Games ○ Face painting | | |

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| | <ul style="list-style-type: none"> <ul style="list-style-type: none"> ▪ HueDat? <ul style="list-style-type: none"> ○ Ornament decorating ○ Letters to Santa ○ Pictures with Santa ○ Sandy the Elf <ul style="list-style-type: none"> ▪ Elf guide: Charissa • Vendor Hospitality <ul style="list-style-type: none"> ○ Staff and Dillon • Marketing and Advertising <ul style="list-style-type: none"> ○ Staff and Charissa ○ Banners ○ Billboard ○ Calendars ○ Social Media ○ WTOC Morning Break ○ Flyers/posters • Entertainment <ul style="list-style-type: none"> ○ Cassidi ○ Pet parade ○ Musicians and DJ ○ Past performers: Spec Hosti Band, The Alternators ○ Ask Evan at the Post Theater for suggestions • Volunteers <ul style="list-style-type: none"> ○ The promotion committee decides what they are needed for and the Organization committee helps with recruiting |
| Recommended Next Steps: | Count vendor spaces |
| Date of Next Meeting: | Not decided. |



Tybee Island Main Street

committee report

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| Committee Name: | Design Committee | Date and Time: | September 10, 2024, 2:03 p.m. - 3:07 p.m. |
| Members Present: | Dillon Patel, Ron Rimawi, Rachel Jones, Maggie Wright | | |
| Observers/ Guests: | Theresa, Forever Tybee | | |
| Objectives: | <ul style="list-style-type: none"> • Give updates on ongoing projects • Go over work plan | | |
| Accomplishments: | <ul style="list-style-type: none"> • Set goals for new projects • Overview of work plan and how we can implement it around the island. | | |
| Summary: | <p>Maggie provided the following updates:</p> <ul style="list-style-type: none"> • String lights and shark bike racks have been installed on Tybrisa. • Christmas lights are also being considered, and new contractors are being evaluated. Maggie will check with Cassidi about purchasing additional lights to cover any gaps. • Seeking a new pressure washing contractor. <p>Banners:</p> <ul style="list-style-type: none"> • Committee decided to replace the old banners with uniform orange banners with one pink banner with white writing at the info hut. <p>Murals:</p> <ul style="list-style-type: none"> • Exploring the possibility of incentivizing murals through grants. • Discussed how we can incentivize murals through grants. <p>Place making:</p> <ul style="list-style-type: none"> • Planning enhancements for the Park of Seven Flags, including a potential partnership with the Savannah Railroad Museum to repurpose a train segment as a stage <ul style="list-style-type: none"> ○ The committee wants to transform the area into a destination. • Looking at other opportunities to expand our beautification efforts throughout the entire island. | | |

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| | <p>Wayfinding: The wayfinding plan is complete, but funding is needed. Fundraising opportunities are being explored.</p> <p>Landscaping: A meeting with Deb from DNR needs to be scheduled to revisit landscaping plans around the pier.</p> <p>Median Improvement (Highway 80): The committee discussed how they can improve the median from Crab Shack to Huc-A-Poos</p> <ul style="list-style-type: none"> • Considering replacing grass with palm trees. An Adopt-a-Tree initiative was discussed. <p>Future project ideas:</p> <ul style="list-style-type: none"> • Apply seal coat and striping • Implement one-way signage |
| <p>Recommended Next Steps:</p> | <ul style="list-style-type: none"> • Install fish-shaped bike racks by Pirate Fest • Look for new pressure washing contractor • Install new banners by Pirate Fest |
| <p>Date of Next Meeting:</p> | <p>October 1, 2024, 2:00 p.m.</p> |



Tybee Island Main Street

committee report

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| Committee Name: | Organization Committee | Date and Time: | September 12, 2024, 10:00 a.m. |
| Members Present: | Kelly Swope, Liz Hood, Ansley Howze, Maggie Wright | | |
| Observers: | Forever Tybee Representative- Colleen Bozard | | |
| Objectives: | Discuss ongoing projects. | | |
| Accomplishments: | | | |
| Summary: | <p>Discount "Local" Cards-</p> <ul style="list-style-type: none"> - Maggie to send email to non-profits with an interest form and expectations. - Kelly to look for lower priced bulk cards that we can design. Potentially check with the boy scouts for their vendor. - Maggie to create a business sign-up form to be placed on the card (with a place to write in any restrictions for the coupon) and place it on Facebook and in the October e-blast. - Card to have Dec. 1 to Nov. 30 annual time limit. <p>Merchant Meet-up-</p> <ul style="list-style-type: none"> - Oct. 22 at 5 pm rescheduled time at the Guard House (Ansley noted she has to leave by 5:30 pm). Cassadi to confirm that Guard House is available. - Reviewed the Treylor Park Catering menu and confirmed charcuterie board and extras. <p>New Resident Guide-</p> <ul style="list-style-type: none"> - "Tips from a local" idea - Maggie to work on design and addition of information, committee to review the draft Nov. 14th at the Organization Meeting. - Hope to share to City Council by January Meeting. | | |



Tybee Island Main Street

committee report

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| | <ul style="list-style-type: none"> - Maggie to ask Charissa for online hosting system ideas. <p>Volunteer Recruitment-</p> <ul style="list-style-type: none"> - Maggie to create a google form for volunteer sign-up, place on Mainstreet website, Facebook and Oct. newsletter. <p>Volunteer Appreciation Event-</p> <ul style="list-style-type: none"> - Jan. 21 at 5 pm, details to be determined <p>Bylaws-</p> <ul style="list-style-type: none"> - Committee to review bylaws and share feedback with group by 9/27/24 for Maggie to provide updated draft by next Organization Committee Meeting. <p>Mainstreet Fundraiser Ideas-</p> <ul style="list-style-type: none"> - Sky's mural design made into other items to create assets to sell (post cards, Christmas ornaments, etc.) - Maggie to check back with Sky on what his buy-out would be subject to (\$2,500 quoted). Cassadi to share document with organization committee. - Seek board approval for approving expense at the next meeting. <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>Meeting ended at 10:52 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>October 10, 2024, 10:00 a.m.</p> |



Tybee Island Main Street

committee report

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| Committee Name: | Economic Vitality | Date and Time: | September 10, 2024 3:30 p.m. – 4:30 p.m. |
| Members Present: | Tim Arnold, Bob Matkowski, Maggie Wright, Timeka Shannon | | |
| Observers/ Guests: | Cilla Shindell (Forever Tybee) | | |
| Objectives: | Continue working on recycling, recycling grant, and expansion of turtle-friendly restaurants | | |
| Accomplishments: | <ul style="list-style-type: none"> • Made progress on grant application • Agreed on the next steps and feedback deadline for the grant • Agreed on the next steps for the turtle-friendly program | | |
| Summary: | <p>Recycling Grant:</p> <ul style="list-style-type: none"> • Timeka Shannon, Sustainability Coordinator, reported on the progress made in the application for funding for the city’s recycling program from the EDP of the Georgia Department of Natural Resources. • After discussion, a deadline of Sept. 25 was set for any edits to the application, which must be filed by Sept. 30. • The grant focuses on waste diversion and Tybee’s application will include aluminum, plastics, and Styrofoam. • Tim said the narrative of the grant will place the proposal in the context of a barrier island that attracts a lot of visitors who generate a considerable amount of waste. He said if you consider the number of visitors and conservatively estimate usage per visitor, it will come to millions of plastic cups, aluminum cans, glass, and plastic bottles. He estimated that perhaps 90% of recyclable waste is not captured since bars, restaurants, rentals, hotels, and condos do not recycle, nor is beach barrel waste recycled. Aluminum represents a significant loss of revenue to the City (current price per pound exceeds .50), and a detrimental impact on the environment as these materials are landfilled (or leaked into waterways). • The grant will ask for funding to help capture this waste, bring it back to a recycling facility, and provide equipment and staffing to process it so | | |

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| | <p>it can be sold with the proceeds helping to fund Tybee’s recycling program.</p> <p>Turtle-Friendly Business Designation Proposal:</p> <ul style="list-style-type: none"> • Tim said he circulated a draft of the proposed and expanded turtle-friendly business designation but has received little feedback from business owners. • He outlined his next steps to get more feedback and present it at the October Main Street Board meeting. • The proposal would expand the turtle-friendly designation to add new categories for retail businesses, bars, ice cream shops, hospitality businesses, and coffee shops, and strengthen the program for restaurants. |
| <p>Recommended Next Steps:</p> | <ul style="list-style-type: none"> • Maggie Wright will follow up on the total dollar amount the city receives in rebates from recycling haulers. • Timeka Shannon will finalize the state grant proposal with assistance from Tim Arnold. • Tim Arnold will continue seeking feedback from businesses on the proposal to expand the turtle-friendly designation before presenting it to the Main Street Board in October |
| <p>Date of Next Meeting:</p> | <p>October 9, 2024, 4:00 p.m.</p> |