



**A G E N D A**  
**MAIN STREET/DDA MONTHLY BOARD MEETING**  
**March 19, 2026, 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. February 18, 2026

**Financial Report**

2. February 2026 Financial Report

**Ongoing Business**

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

**Upcoming Meeting Dates- TENTATIVE SCHEDULE**

7. Organization/ EV Committee Meeting: April 9, 2026, 10:00 AM
8. Promotion Committee Meeting: April 9, 2026, 4:00 PM
9. Design Committee Meeting: April 16, 2026, 2:00 PM
10. Board Meeting: April 15, 2026, 4:00 PM

**Announcements/ Upcoming Events**

11. Upcoming Events:

- a. Mornings with Main Street: April 1, 2026, 10:00 AM – 12:00 PM, Tybean
  - b. Hotel Tybee Carnival, April 3-12, 2026
12. City Hall Closures:
- a. Good Friday, April 3, 2026, 12:00 PM – 4:00 PM

**Adjournment**





## **MINUTES**

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

- **Date & Time:** Feb 18, 2026, 4:00 PM
- **Present:** Charissa Murray, Maggie Wright, Dillon Patel, Ansley Howze, Ron Rimawi, Steve Farace, Laura Hughes, Jane Hall, Anna Burgard (via Teams), and Chrissy Campbell (via Teams)
- **Absent:** Ricardo Ochoa
- **Observers:** Melanie Clearman (Forever Tybee), Marie Bebe Rodriguez, Michelle Owens, Patricia Sinel, Tony Ploghe,
- **Location:** Public Safety Building (78 Van Horne Avenue)

#### **Call to Order**

Co-Chair Dillon Patel called the meeting to order at 4:08 PM.

#### **Approval of Minutes**

The minutes from the January 21 meeting were presented for approval. No changes were requested. A motion to approve the minutes was made by Ansley Howze and seconded by Joy Horn. The motion passed.

#### **Financial Report**

Maggie Wright presented the financial report for the DDA account.

- Beginning Balance: \$36,336.32
- Deposits: \$7,209.47
- Credits: \$15,823.29
- Ending Balance: \$44,950.14

#### **Staff Report**

Maggie Wright reported that she gave a two-hour presentation in Statesboro with Co-Chair Ansley Howze and Assistant City Manager Michelle Owens as part of the Georgia Main Street accreditation process. Tybee Island Main Street was successfully reaccredited for 2026. Ansley

noted that reviewers commented on how unique the Tybee Island community is and expressed interest in pursuing the GEMS community designation in the future. Maggie also noted that the program is waiting to hear back from Main Street America regarding the annual assessment. Additional updates included the return of the Shrimp Mobile and a reminder for board members to continue planning for participation in the Savannah UGA SBDC Small Business Summit.

## **Committee Updates**

### **Promotion Committee**

Maggie Wright provided an update on the Love Local Receipt Program, noting that flyers were distributed to local businesses and the program will run throughout February. Early discussions began about potential refinements for 2026 and 2027, including reducing the number of winners and expanding the program to multiple months. Maggie also shared that tourism indicators are trending upward, with strong participation in the Critz Run and positive pre-bookings reported by Tybee Watersports.

The committee confirmed that Restaurant Week 2026 will take place August 3 through August 17. Maggie also reviewed several potential promotion ideas for 2026, including a Bicycle Decorating Contest for May Bike Month with categories for both businesses and residents, as well as early brainstorming around programming related to America's 250th anniversary, including possible pier activations and a Hometown Hero banner project.

### **Design Committee**

Ron Rimawi shared updates on behalf of the Design Committee. He reported several ongoing maintenance needs, including landscaping, the Park of Seven Flags, signage, facades, and some buildings. The committee also discussed the bike path project, including efforts to add the route to Google and Apple Maps, install QR codes and new signage, and develop recommendations for improvements such as speed bumps, potential breaks in the path, signage coordination, and possible sponsorship opportunities. Ron will finalize these recommendations and the committee will submit them to DPW.

Additional updates included plans for placing additional trash cans currently in storage at DPW, with the Design Committee planning a walkthrough with Cale and DPW to confirm final locations. The committee also discussed hosting a North End focus group with approximately

five to seven business representatives to gather feedback on priorities such as restroom access, additional events, bike racks, and trash cans, while also providing updates on bike route improvements and clarifying district boundaries. Maggie Wright will contact Kelly and Ricardo to request recommendations for participants.

### **Organization and Economic Vitality Committee**

Ansley Howze shared updates on behalf of the Organization Committee. She reported that the Main Street photo booth was removed from the Park of Seven Flags after receiving negative feedback, and alternative locations are being explored, including a potential placement in the Carbo House alleyway. Updates were also provided on several program initiatives, including Polar Plunge merchandise, with approximately 95 remaining shirts to be sold at a reduced price during next year's event, and the Main Street ornament fundraiser, with 33 of the 250 ornaments sold to date, and consideration being given to selling additional ornaments at the farmers market. Ansley also noted that a pull-up banner will be ordered for future ribbon cuttings and events.

Additional updates included progress on administrative and program efforts. The Turtle Friendly Business Program has successfully recertified all participating restaurants except one, which has chosen not to meet the requirements at this time. The committee also discussed the opportunity for Tybee Island to become a GEMS community and the potential for a resident survey to identify desired businesses on the island. Ansley shared that Main Street has an opportunity to participate in the Savannah UGA Small Business Development Center Small Business Summit on May 5 from 8:30 AM to 3:30 PM, with setup scheduled for May 4. A board representative may participate.

### **Review of Land Development Code Update, Article 6 Sign Regulations**

Patricia Sinel, Director of Community Development for the City of Tybee Island, attended the meeting to share potential updates to the sign regulations within the City's Land Development Code. She provided a brief presentation outlining the proposed changes. Several board members asked questions and offered feedback. Board members generally expressed support for the updates, noting that some provisions in the current ordinance are not consistently enforced and that the proposed revisions appear to provide clearer and more practical guidance moving forward.

### **Annual Planning Session**

During the Annual Planning Session, the board discussed several priorities and initiatives organized around the Main Street Four Point Approach.

Under Foundation Building, the board identified goals including Main Street 101 certification for new board members, completion of DDA basic training, gathering feedback from business owners and residents, hosting a North End focus group, and exploring the development of a Downtown Master Plan.

Under Community Serving, discussion included continuing the Business of the Month program, creating a pick up hub, identifying and promoting dog-friendly businesses, developing a new business welcome packet, and exploring partnerships with local banks to offer low-interest business loans. Additional ideas included improving signage and wayfinding, installing new bike route signage, adding benches in the SE parking lot, and exploring a digital community event board for sharing local information and events.

Under Storytelling, the board discussed updating the pocket maps with a goal of distributing them by May, recognizing community memorials, continuing the Business of the Month program as a way to highlight local businesses, and hosting a community visioning session to gather ideas and strengthen engagement.

The board also discussed several longer-term priorities for the next three to five years, including improvements along the Georgia Power access road and the potential addition of palm trees in the median.

### **Adjournment**

There being no further business, a motion to adjourn was made by Dillon Patel and seconded by Joy Horn. The motion passed unanimously. The meeting was adjourned at 6:53 PM.

# February 2026 Financial Report

Reporting Period: February 1-28, 2026

Beginning Balance:

\$44,950.14
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Ending Balance:

\$42,611.78
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Credits:

\$1,236.03
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Debits:

\$3,574.39
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POLAR PLUNGE	
Debits	
Shipping	\$19.00
BILLBOARD PROGRAM	
Credits	
Payments	\$1236.03
Debits	
Lamar	\$1,200.00
OTHER	
Debits	
Square	\$88.00
Synovus	\$58.11
Annual Planning (food)	\$149.28
Storage Unit	\$1560.00
TURTLE-FRIENDLY BUSINESS PROGRAM (RESTRICTED)	
Debits	
Stipends	\$500.00

## Summary of Account Balance

Account	Number	Ending Balance
Scm Checking		\$42,611.78

### Scm Checking

Beginning balance	44,950.14	Low balance	42,611.78
Deposits/Credits	1,236.03	Average balance	45,307.43
Withdrawals/Debits	3,574.39	Average collected balance	45,307.00
Ending balance	42,611.78		

### Checks

Number	Date	Amount	Number	Date	Amount
	02/19	250.00		02/20	250.00
	02/27	1,560.00			

### Other Debits

Date	Transaction Type	Description	Amount
02-02	Preauthorized Wd	Square Inc SQ260202 260202 T3HXX818W3P2817	88.00
02-19	Check Card Purchase	MERCHANT PURCHASE TERMINAL 400077 SHIPPO COM GOSHIPPO CA TRAN DATE 02-18-26XXXXXXXXXXXX0792	19.00
02-19	Check Card Purchase	MERCHANT PURCHASE TERMINAL 442733 TYBEE MARKET TYBEE ISL GA TRAN DATE 02-18-26XXXXXXXXXXXX0792	55.28
02-20	Check Card Purchase	MERCHANT PURCHASE TERMINAL 444500 SPO SPANKYSBEACHSIDE TYBEE ISL GA TRAN DATE 02-19-26XXXXXXXXXXXX0792	94.00
02-23	Maintenance Fee	ANALYSIS ACTIVITY FOR 01/26	58.11
02-26	Preauthorized Wd	Lamar DEBIT TRN*1*JFVTGGRWLTWCW NSG3**4VXM5K6A4U9N0I3O\RMR*IK*Lamar\	1,200.00

### Deposits/Other Credits

Date	Transaction Type	Description	Amount
02-03	Preauthorized Credit	Square Inc SQ260203 260203 T3F133369PPYGE2	656.96
02-10	Preauthorized Credit	Square Inc SQ260210 260210 T3203R3T7876RQX	251.12
02-17	Preauthorized Credit	Square Inc SQ260217 260217 T3MT7S94JBIBXT	327.95



# Tybee Island Main Street

## *committee report*

<b>Committee Name:</b>	Promotion	<b>Date and Time:</b>	March 12, 2026, 4:00 PM
<b>Members Present:</b>	Charissa Murray, Joy Horn, Jane Hall, Dillon Patel, Maggie Wright		
<b>Observers/ Guests:</b>	Theresa Pottratz (Forever Tybee)		
<b>Objectives:</b>	<ul style="list-style-type: none"> <li>Update on current and upcoming projects</li> </ul>		
<b>Accomplishments:</b>	<ul style="list-style-type: none"> <li>Updates</li> </ul>		
<b>Summary:</b>	<p><b>Love Local Receipt Program</b></p> <ul style="list-style-type: none"> <li>The Love Local Receipt Program concluded on February 28. Staff collected and organized receipt submissions, conducted a random drawing to select four winners, and began notifying recipients. The program was designed to encourage residents and visitors to support Tybee Island businesses during the winter season.</li> <li>Submitted receipts reflected a total of \$528.53 spent at local businesses, including \$105.62 in retail purchases and \$422.88 in food and beverage purchases.</li> <li>The committee discussed potential adjustments for next year, including running the promotion over additional months with fewer winners or smaller gift cards. Another option discussed was offering the program year round with quarterly drawings.</li> </ul> <p><b>Billboard Program Update</b></p> <ul style="list-style-type: none"> <li>The renewal contract for the digital billboard program has been signed and returned to Lamar Advertising. Due to lower business participation, the program was renewed for one panel this year. Three of the four available slots on that panel will be reserved for annual subscribers, leaving one slot available each month for rotating monthly participants.</li> <li>Maggie is currently updating the program information and participation form that will be distributed to local businesses. Pricing for the upcoming program year will be \$350 per month for annual participation and \$400 per month for monthly participation.</li> </ul>		

### **2026 Holiday Event Dates**

- The committee discussed holiday event planning and agreed that the dates should remain consistent with the 2025 schedule.
- Dillon also noted that hotels were booked on the Friday night of the Tybee for the Holidays event weekend.

### **Irish Heritage Parade**

- Staff will be entering the Mobile Visitor Center, also known as the “Shrimp Mobile,” in the Irish Heritage Parade this Saturday. Decorations have been ordered, and staff will decorate the vehicle in advance of the parade.

### **2026 Event and Promotion Ideas**

- May Bike Month Bicycle Decorating Contest
  - The committee revisited the idea of hosting a Bicycle Decorating Contest in recognition of May Bike Month. Proposed categories include a homeowner winner and a business winner. Participants would submit photos through a Google Form, with judging conducted using the submitted photos.
  - Potential prizes may include themed gift baskets made up of contributions from local businesses. The committee also discussed inviting judges from local media outlets, City Council, or the Main Street board.
  - Voting is tentatively planned for May 30. The committee also discussed the possibility of hosting a small bike parade along the bike route that could end at Memorial Park, pending coordination with City staff.
- America’s 250th Birthday Programming
  - Staff have begun exploring potential programming related to the upcoming 250th anniversary celebration. Initial discussions include possible collaboration with the Tybee Pier and Pavilion.
  - Ideas discussed by the committee included family-friendly activities such as a watermelon eating contest, face painting, simple games, a dance floor with line dancing, and a state fair style atmosphere. The committee also discussed the

	<p>possibility of partnering with the Tybee Island Farmers Market or local vendors.</p> <ul style="list-style-type: none"> <li>● <u>Monthly Promotion Activations</u> <ul style="list-style-type: none"> <li>○ Staff provided an update regarding the concept of monthly promotion activations: City leadership has asked that the Main Street program not take on additional special events at this time.</li> <li>○ Staff will continue exploring creative alternatives that support local businesses while remaining manageable within current staffing resources.</li> <li>○ Highlight activities already taking place at local businesses and encourage participation.</li> </ul> </li> </ul>
<b>Action Items:</b>	<ul style="list-style-type: none"> <li>● <b>Billboard Program</b> <ul style="list-style-type: none"> <li>○ Staff will finalize and distribute the updated participation form and program details to Tybee Island businesses.</li> </ul> </li> <li>● <b>May Bike Month Bicycle Decorating Contest</b> <ul style="list-style-type: none"> <li>○ Staff will develop promotional materials and create a Google Form for submissions.</li> <li>○ The committee will finalize contest rules, prize structure, and judging procedures.</li> <li>○ Staff will explore the feasibility of hosting a bike parade along the bike route ending at Memorial Park and coordinate with City staff if the concept moves forward.</li> </ul> </li> <li>● <b>America’s 250th Programming</b> <ul style="list-style-type: none"> <li>○ Staff will continue discussions with the Tybee Pier and Pavilion regarding potential collaboration opportunities.</li> </ul> </li> </ul>
<b>Date of Next Meeting:</b>	TBD



# Tybee Island Main Street

## committee report

<b>Committee Name:</b>	<b>Organization/Economic Vitality Committee</b>	<b>Date and Time:</b>	<b>3.12.25 10:00 AM</b>
<b>Members Present:</b>	<b>Ansley Howze</b> <b>Maggie Wright</b> <b>Bob Matkowski</b> <b>Steve Farace</b>  <b>Absent:</b> <b>Joy Horn</b> <b>Liz Hood</b>  <b>Forever Tybee Representative: n/a</b>		
<b>Objectives:</b>	<b>Build leadership and strong organizational capacity   Ensure broad community engagement   Forge partnerships across sectors</b>		
<b>Accomplishments:</b>			
<b>Summary:</b>	<b>Synovus Meeting Follow-up-</b> <ul style="list-style-type: none"> <li>- Discussed the follow-up from the Synovus meeting and needed next steps.</li> <li>- Mainstreet cannot recommend a bank externally, but can offer resources through another organization/bank.</li> </ul> <b>Savannah UGA SBDC-</b> <ul style="list-style-type: none"> <li>- Opportunity to be a part of the small business summit. May 5 8:30-3:30. Board representative to be a part of this- Joy may be interested. Set-up is May 4 1-3 pm.</li> </ul> <b>Photo Booths-</b> <ul style="list-style-type: none"> <li>- Currently at Admiral's Inn, moving to Carbo House once electricity, etc. is needed.</li> </ul> <b>Mainstreet Fundraiser Idea-</b> <ul style="list-style-type: none"> <li>- Ornaments to the farmer's market, etc.</li> </ul> <b>Admin Needs-</b> <ul style="list-style-type: none"> <li>- Maggie, please order pull-up banner.</li> </ul>		

	<p><b>Bylaws-</b></p> <ul style="list-style-type: none"> <li>- Legal recommendations were brought back to Maggie, she will have a call with Tracy before the board meeting for us to review. Timeline pushed back, so Maggie will follow-up with her in February.</li> </ul> <p><b>GEM Community-</b></p> <ul style="list-style-type: none"> <li>- We discussed the opportunity to receive GEM status with Georgia Mainstreet and the fact that the suggested gaps aren't in alignment with the</li> </ul> <p><b>City Survey-</b></p> <ul style="list-style-type: none"> <li>- Potential for a resident survey to highlight desired business on the island.</li> </ul> <p><b>OLD BUSINESS</b></p> <p><b>Meeting ended at 10:48 am.</b></p>
<p><b>Recommended Next Steps:</b></p>	<p>See action items above.  Actions assigned to report out at next meeting.</p>
<p><b>Date of Next Meeting:</b></p>	<p><b>April 9 at 10 AM via Microsoft Teams</b></p>