



**A G E N D A**  
**MAIN STREET/DDA MONTHLY BOARD MEETING**  
**January 15, 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. December 18, 2024, Meeting Minutes

**Financial Report**

2. December 2024 Financial Report

**Ongoing Business**

3. Main Street Chair
4. Staff Report
5. Board Updates
6. Committee Updates
  - a. Promotion
    - i. Billboard Program
    - ii. Polar Plunge
    - iii. Restaurant Week
    - iv. Annual Sponsorship
  - b. Design
    - i. Tree Lights
    - ii. Actions for next year
  - c. Organization
    - i. Discount Card
    - ii. New Resident Guide

- iii. Volunteer Appreciation
- iv. Fundraiser Idea
- d. Economic Vitality
  - i. Commercial Aluminum Recycling Pilot Program
  - ii. Sustainability Event
  - iii. Sustainability Promotion

## **New Business**

### **Upcoming Meeting Dates- TENTATIVE SCHEDULE**

- 7. Design Committee Meeting- 2/13/2025, 2:00 PM
- 8. Organization Committee Meeting- 2/6/2025, 10:00 AM
- 9. EV Committee Meeting- 2/6/2025, 3:00 PM
- 10. Promotion Committee Meeting- 2/6/2025 4:00 PM
- 11. Annual Planning Meeting: 2/11/2025, 10:00 AM – 2:00 PM
- 12. Board Meeting- 2/12/2025, 4:00 PM

### **Announcements/ Upcoming Events**

- 13. Upcoming Events:
  - a. Volunteer Appreciation: 1/21/2024
  - b. Tybee YMCA Critz Run Fest: January 31- February 1, 2025
  - c. Turtle Friendly Business Program Launch Event: 2/17/2025, 4:00 PM
  - d. Restaurant Week, 2/17-28/2025
- 14. City Hall Closures:
  - e. Martin Luther King Jr. Day, January 20, 2025
  - f. President's Day, February 17, 2025

## **Adjournment**





## MINUTES MAIN STREET/DDA MONTHLY BOARD MEETING

- **Date & Time:** December 18, 2024, 4:00 pm
- **Present:** Kelly Swope, Charissa Murray, Tim Arnold, Maggie Wright, Ansley Howze, Sarah Bernzott, Dillon Patel, and Cate Campbell.
- **Absent:** Ricardo Ochoa
- **Observers:** Ruthie Wilson (Forever Tybee)
- **Location:** Burke Day Public Safety Building, Council Chambers, 78 Van Horne Ave

**Call to Order:** Kelly called the meeting to order at 4:09 p.m.

### **Approval of Minutes:**

The November 18, 2024, Main Street meeting minutes were reviewed and approved. Motion to approve by Sarah, seconded by Charissa.

### **Administrative Update**

**Training:** Maggie reminded board members to continue working on training hours to maintain certification. Board members need to complete 5 hours of training.

**Board Member Nominations:** Maggie reported that there were four nominations for board membership, Ansley Howze for the voting position, and 3 ex-officio members: Jane Hall, Brett Loehr, and Joy Horn. All four were approved by the City Council.

**Financial Update:** Maggie provided the financial report:

- Beginning balance: \$24,736.28
- Ending balance: \$28,403.15

A financial meeting is scheduled for January to review budgets and develop sponsorship packages.

### **Upcoming Meetings:**

- Design Committee Meeting: January 7, 2025, at 2:00 PM
- Organization Committee Meeting: January 9, 2025, at 10:00 AM
- EV Committee Meeting: January 8, 2025, at 4:00 PM
- Promotion Committee Meeting: January 9, 2025, at 4:00 PM
- Board Meeting: January 14, 2025, at 4:00 PM
- Annual Planning: February 11, 2025, at 10:00 AM at the Guardhouse

### **Staff Report**

Maggie provided an update on the Polar Plunge, reporting the sale of 100 t-shirts so far.

### **Committee Reports**

#### **Promotions: Cate**

The holiday market was a success, with the Who Hair and kids' activities being particularly well-received. Plans are underway to create a new sponsorship packet for the upcoming year, along with event binders to improve record-keeping. It was proposed to align vendor times with the conclusion of the tree lighting event. Additionally, a vendor survey will be developed, with a free space contest offered as an incentive for participation.

Polar Plunge discussions included coordinating volunteers, ordering signage, and ordering a new polar bear inflatable outfit for \$35.

#### **Design: Dillon**

Updates included tree wrapping and pressure washing, with some trees currently out of service and contractors addressing the issue. Dillon offered to meet with the contractors to assist. A quote is being explored for eco-friendly pressure washing, though DPW may handle this task during the shoulder season. Plans are underway to reallocate bike racks and trash cans on Tybrisa, with potential locations identified near the Pier, Rock House, and Waves. A meeting with Deb from DNR is being scheduled to discuss pier streetscaping improvements. The team is also reviewing and updating sidewalk café and merchandise permits from 2014 and suggested improvements for the Park of Seven Flags, including ensuring the sidewalk safely enters the park. Lastly, efforts are being made to create a comprehensive list of completed projects.

### **Economic Vitality: Tim**

The expansion of the Turtle-Friendly Business program was approved by the Main Street Board in November, with plans to onboard new businesses in January and February. The committee is planning an event at the Marine Science Center on February 17, 2025, at either 4:00 PM or 6:00 PM. Suppliers will be present at the event to showcase sustainable swaps and answer questions. Additionally, a commercial aluminum recycling program is scheduled to roll out between January and March. The committee is also discussing promotions to recognize and celebrate businesses that go above and beyond in their efforts.

### **Organization: Ansley**

The launch of the Discount Local Cards will be delayed due to low response from businesses and non-profits. Discussions are ongoing about whether the card should remain local-focused or transition into a discount card. The committee plans to review bylaws in February and March and is organizing a volunteer appreciation party. The board approved the purchase of Sky's mural design in November. Plans are underway to transform the mural design into sellable assets to generate revenue. Additional discussions will be held to finalize the implementation of this initiative.

### **Upcoming Events:**

- New Year's Eve Fireworks - 12/31/24
- Tybee Polar Plunge - 1/1/25
- Volunteer Appreciation - 1/21/25 - 5PM

### **Adjournment:**

Motion to adjourn made by Sarah at 4:56 p.m., seconded by Dillon

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

**Main Street- City Operating Budget**

| <b>Line item</b>         | <b>Expense Amount</b> | <b>Description</b>   |
|--------------------------|-----------------------|--|
| Special Events           | \$5,950.00            | Stage and Sound Engineering for Holiday Market and Tree Lighting.    |
| HPC                      | \$975.00              | Central Island National Historic District Application Re-Submission. |
| Main Street Operations   | \$50.00               | Main Street Community Management System                              |
| Special Events           | \$260.89              | Holiday Market Kids Activity Supplies/Prizes/Games                   |
| Special Events           | \$410.34              | Holiday Market Supplies (Cornhole, Kids Area, and Crafts)            |
| Special Events           | \$95.98               | Holiday Market Kids Activity Holiday Hair Supplies                   |
| Special Events           | \$110.03              | Holiday Market/Tree Lighting Stage Decorations and Supplies          |
| Main Street Operations   | \$75.00               | Monthly Email Newsletter Program                                     |
| Special Events           | \$27.81               | Holiday Market Banners   |
| Special Events           | \$34.42               | Holiday Market/Tree Lighting Stage Decorations and Supplies          |
|                          |                       |  |
| <b>TOTAL \$ 7,134.47</b> |                       |  |

**South Beach District- City Operating Budget**

| <b>Line item</b>          | <b>Expense Amount</b> | <b>Description</b>         |
|---------------------------|-----------------------|----------------------------|
| Palm Lighting             | \$5,053.68            | Rope lights for palm trees |
| Palm Lighting             | \$7,010.00            | Palm tree lighting install |
|                           |                       |                            |
|                           |                       |                            |
| <b>TOTAL \$ 12,063.68</b> |                       |                            |

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

| DDA Account       |             |
|-------------------|-------------|
| Beginning Balance | \$28,403.15 |
| Deposits/Credits  | \$24,187.48 |
| Withdraws/Debits  | \$15,421.46 |
| Ending Balance    | \$37,169.17 |

| DDA Account      |                |   |
|------------------|----------------|---|
|                  | Expense Amount | Description   |
| Withdrawal/Debit | \$88.00        | Square POS System Subscription                                  |
| Withdrawal/Debit | \$2,300.00     | Lamar Billboard Agreement Payment                               |
| Withdrawal/Debit | \$48.32        | Synovus Maintenance Fee   |
| Withdrawal/Debit | \$3,772.98     | Credit Card Payment   |
| Deposits/Credit  | \$648.48       | Kids' Activities and Parade Entry                               |
| Deposits/Credit  | \$1530.00      | Deposit   |
| Deposits/Credit  | \$639.79       | Polar Plunge Shirts, Polar Plunge Sponsorship, and Parade Entry |
| Deposits/Credit  | \$597.79       | Polar Plunge Shirts and Sponsorship                             |
| Deposits/Credit  | \$761.00       | Polar Plunge Shirts and Sponsorship                             |
| Deposits/Credit  | \$92.10        | Polar Plunge Shirts   |
| Deposits/Credit  | \$308.71       | Polar Plunge Shirts   |
| Deposits/Credit  | \$600.00       | Deposit   |
| Deposits/Credit  | \$1710.34      | Polar Plunge Shirts and Sponsorship                             |
| Deposits/Credit  | \$375.46       | Polar Plunge Shirts   |

| DDA Account     |                |                                      |
|-----------------|----------------|--------------------------------------|
|                 | Expense Amount | Description                          |
| Deposits/Credit | \$624.18       | Polar Plunge Shirts and Parade Entry |
| Deposits/Credit | \$542.68       | Polar Plunge Shirts                  |
| Deposits/Credit | \$489.63       | Polar Plunge Shirts                  |
| Deposits/Credit | \$847.54       | Polar Plunge Shirts                  |
| Deposits/Credit | \$331.71       | Polar Plunge Shirts                  |
| Deposits/Credit | \$900.60       | Polar Plunge Shirts                  |
| Deposits/Credit | \$964.89       | Polar Plunge Shirts                  |
| Deposits/Credit | \$858.05       | Polar Plunge Shirts                  |
| Deposits/Credit | \$508.58       | Polar Plunge Shirts                  |
| Deposits/Credit | \$991.59       | Polar Plunge Shirts                  |
| Deposits/Credit | \$509.27       | Polar Plunge Shirts                  |
| Deposits/Credit | \$290.61       | Polar Plunge Shirts                  |
| Deposits/Credit | \$546.04       | Polar Plunge Shirts                  |
| Deposits/Credit | \$1014.29      | Polar Plunge Shirts                  |
| Deposits/Credit | \$1237.85      | Polar Plunge Shirts                  |
| Deposits/Credit | \$3676.46      | Polar Plunge Shirts                  |
| Deposits/Credit | \$2590.39      | Polar Plunge Shirts                  |
| Deposits/Credit | \$3554.18      | Polar Plunge Shirts                  |



# Tybee Island Main Street

## committee report

|                               |  |                       |                          |
|-------------------------------|--|-----------------------|--------------------------|
| <b>Committee Name:</b>        | Promotion  | <b>Date and Time:</b> | January 9, 2025, 4:00 PM |
| <b>Members Present:</b>       | Maggie Wright, Kelly Swope, Jane Hall, Brett Loehr, Charissa Murray, Cate Campbell (via phone), and Ricardo Ochoa (via phone)  |                       |                          |
| <b>Observers/<br/>Guests:</b> | Beth Reed, Forever Tybee   |                       |                          |
| <b>Objectives:</b>            | <ul style="list-style-type: none"> <li>• Discuss Billboard Program</li> <li>• Polar Plunge Recap</li> <li>• Restaurant Week Discussion</li> <li>• Annual Sponsorship Discussion</li> </ul>   |                       |                          |
| <b>Accomplishments:</b>       | <ul style="list-style-type: none"> <li>• The committee decided to renew the billboard program contract.</li> <li>• Overview of the Polar Plunge's success.</li> <li>• Decided new dates for Restaurant Week.</li> </ul>  |                       |                          |
| <b>Summary:</b>               | <p><b>Billboard Program:</b></p> <ul style="list-style-type: none"> <li>• Maggie outlined the need to renew the billboard program, noting the \$1200 renewal rate and the contract's expiration on 3/23/2025. Located on Victory Drive in Thunderbolt, the program includes two panels with four slots each, offered at \$325/month for annual participants and \$375/month for monthly participants. Despite good participation last year, some slots remained unsold. The committee discussed promotion strategies, including using Facebook, newsletters, and the website, and agreed to renew the contract with Lamar for both panels.</li> </ul> <p><b>Polar Plunge Event Recap:</b></p> <ul style="list-style-type: none"> <li>• Maggie reviewed the success of the Polar Plunge event, noting that all 750 shirts were sold and the event attracted 3,000 visitors on New Year's Day, according to Placer data. Overall, the event went smoothly, with strong volunteer support contributing to its success. Maggie highlighted the need for additional signage to further improve future events.</li> </ul> <p><b>Restaurant Week 2025:</b></p> <ul style="list-style-type: none"> <li>• The committee reviewed feedback on Restaurant Week dates and decided to avoid Valentine's Day weekend, selecting February 17–28 to</li> </ul> |                       |                          |

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|                              | <p>prevent overlap with other events. Maggie outlined the event structure, including two Morning Break segments and a \$100 participation fee for restaurants, with an optional \$400 total fee for those adding a Morning Break feature.</p> <p><b>Annual Sponsorship:</b></p> <ul style="list-style-type: none"> <li>• The committee discussed developing an annual sponsorship packet to simplify the process and ensure consistent event support. Charissa noted that the Tybee Festival Association offers a \$1,000 sponsorship level, divided among major and smaller events. The committee decided to finalize the packet by March to secure early commitments, with payments due in the summer. Maggie agreed to draft the packet and gather team feedback.</li> </ul> <p><b>Holiday Event Discussion:</b></p> <ul style="list-style-type: none"> <li>• The committee discussed challenges with the Holiday Market, particularly its impact on small business sales. Suggestions included spreading events across different weekends to better support both the Holiday Market and Small Business Saturday and agreed to explore options to ensure the success of both events.</li> </ul> |
| <b>Action Items:</b>         | <ul style="list-style-type: none"> <li>• Renew billboard program contract</li> <li>• Draft annual sponsorship packet</li> <li>• Post billboard program information on the Main Street website and promote on all channels.</li> <li>• Produce and distribute Restaurant Week flyers.</li> </ul>  |
| <b>Date of Next Meeting:</b> | TBD  |



# Tybee Island Main Street *committee report*

|                               |   |                       |                          |
|-------------------------------|---|-----------------------|--------------------------|
| <b>Committee Name:</b>        | Design  | <b>Date and Time:</b> | January 7, 2025, 2:00 PM |
| <b>Members Present:</b>       | Ron Rimawi, Dillon Patel, Joy Horn, Brett Loehr   |                       |                          |
| <b>Observers/<br/>Guests:</b> | Theresa, Forever Tybee  |                       |                          |
| <b>Objectives:</b>            | <ul style="list-style-type: none"> <li>• Overview of current goals of the committee</li> <li>• Review all the committee accomplished in 2024</li> </ul>   |                       |                          |
| <b>Accomplishments:</b>       | <ul style="list-style-type: none"> <li>• The committee discussed and informed new board members of past and current projects.</li> <li>• Review of 2024 accomplishments.</li> </ul>   |                       |                          |
| <b>Summary:</b>               | <p><b>Tree Wrapping:</b></p> <ul style="list-style-type: none"> <li>• The committee discussed the trees that are wrapped around the island. This was done by Window Genie for the holiday season. Ron is coordinating with Window Genie and has been the liaison for this project. The committee discussed that there are some lights out on Tybrisa, possibly from a tripped breaker. The committee is discussing the possibility of keeping the lights up year-round.</li> </ul> <p><b>Permanent Lighting:</b></p> <ul style="list-style-type: none"> <li>• The committee is exploring a permanent lighting solution for the trees along Butler Avenue. It was discussed to do a ring-style light at the base of the tree that would be hardwired.</li> <li>• Brett suggested that the committee members look at the ones that Hotel Tybee has.</li> </ul> <p><b>Pressure Washing:</b></p> <ul style="list-style-type: none"> <li>• A quote was received from Window Genie for pressure washing with an eco-friendly cleaner.</li> <li>• DPW can complete the work for free using an eco-friendly cleaner but would need to schedule it based on their availability.</li> </ul> |                       |                          |

|                              |  |
|------------------------------|--|
|                              | <ul style="list-style-type: none"> <li>• Proposal: Aim to have DPW clean once a year and hire a contractor for an additional annual cleaning.</li> </ul> <p><b>Meeting with DNR</b></p> <ul style="list-style-type: none"> <li>• The committee is planning to meet with Deb Barreiro with the Department of Natural Resources. Maggie will coordinate this meeting for the committee.</li> </ul> <p><b>Park of 7 Flags</b></p> <ul style="list-style-type: none"> <li>• The committee discussed and reviewed the goals for the park: <ul style="list-style-type: none"> <li>○ Making the sidewalk more functional.</li> <li>○ Waiting for GDOT plans to be confirmed before proceeding.</li> <li>○ Adding a train or platform to activate the area.</li> <li>○ Creating an “Instagrammable moment” for visitors.</li> <li>○ Plans should integrate well and align with the overall vision for the park.</li> </ul> </li> </ul> <p><b>2024 Accomplishments</b></p> <ul style="list-style-type: none"> <li>• The committee reviewed all of its accomplishments throughout 2024: <ul style="list-style-type: none"> <li>○ Mural</li> <li>○ 2 bike racks installed</li> <li>○ New trashcans on Tybrisa</li> <li>○ New banners down front</li> <li>○ New light poles and receptacles</li> <li>○ Pier landscaping</li> <li>○ Info hut</li> </ul> </li> </ul> |
| <b>Action Items:</b>         | <ul style="list-style-type: none"> <li>• Meet with Deb</li> <li>• Review Sidewalk Café and Merchandise Display permit</li> <li>• Ask DPW if the breaker is flipped on Tybrisa causing the lights to be out.</li> <li>• Ron will coordinate with Window Genie on keeping the lights on the trees up.</li> </ul>   |
| <b>Date of Next Meeting:</b> | February 13, 2025, 2:00 PM   |



# Tybee Island Main Street

## committee report

|                         |  |                       |                      |
|-------------------------|--|-----------------------|----------------------|
| <b>Committee Name:</b>  | <b>Organization Committee</b>  | <b>Date and Time:</b> | <b>1.14.25 10 AM</b> |
| <b>Members Present:</b> | <p>Ansley Howze<br/> Maggie Wright<br/> Joy Horn<br/> Forever Tybee Representative- Melanie Clearman</p> <p>Absent:<br/> Kelly Swope<br/> Liz Hood</p>   |                       |                      |
| <b>Objectives:</b>      | <p>Build leadership and strong organizational capacity   Ensure broad community engagement   Forge partnerships across sectors</p>   |                       |                      |
| <b>Accomplishments:</b> |  |                       |                      |
| <b>Summary:</b>         | <p><b>New Resident Guide-</b></p> <ul style="list-style-type: none"> <li>- "Tips from a local" idea will be added. Need board members to share theirs.</li> <li>- Maggie shared a rough draft of the resident guide. The draft looked great and the committee will review by email with the final draft.</li> <li>- Hope to Main Street Board for approval by the February Meeting.</li> </ul> <p><b>Discount "Local" Cards-</b></p> <ul style="list-style-type: none"> <li>- 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.</li> <li>- Pricing, layout, etc. to stay the same from prior discussions.</li> <li>- Next steps to include solidifying final non-profits and recruiting businesses to have at least 12 on the card.</li> <li>- For restrictions and information, the committee discussed having a QR code to scan to our Mainstreet Website that has full details.</li> <li>- Kelly to share with the board the locals card vs. discount card discussion to ensure we're marketing to the intended audiences.</li> </ul> <p><b>Bylaws-</b></p> |                       |                      |



# Tybee Island Main Street

## *committee report*

- Committee reviewed bylaws and shared feedback with group by 9/27/24. Committee discussed tabling until February/March to better determine direction and potentially set a separate meeting/extend a board meeting to gather all feedback.
- Maggie to confirm what larger goals of big changes vs. grammar/consistency edits.
- Organization committee to meet from 9-10 am on Feb. 13 before the next meeting to finalize proposed bylaws changes.

### **Volunteer Appreciation Event-**

- Jan. 21 at 5 pm at the Guard Shack (reservation confirmed until 10 pm)
- Paper plate awards
- Maggie to put together the next volunteer opportunities to highlight and the QR code to sign up for other events.
- Maggie to confirm catering.
- Easy photo booth- Kelly has a cute backdrop wall, Maggie to order photo booth props from an Amazon option since that's cheaper and more efficient

### **Main Street Fundraiser Idea-**

- Sky's mural design made into other items to create assets to sell (post cards, Christmas ornaments, etc.)
- Maggie confirmed the buy-out would be all inclusive at \$2,000 quoted.
- Purchase was approved by the Board. Additional discussions need to occur to finalize implementation. The 2/13 meeting will be focused on the buildout of this and determining next steps.
- Start with the welcome sign portion Christmas ornament.

### **OLD BUSINESS**

#### **Photo Booths-**

- Find out how many are on Tybee (Admirals Inn, Salty Pelican, Hucapoos).
- Would one do well for a fundraising element in city owned places?

**Meeting ended at 10:56 am.**



# Tybee Island Main Street *committee report*

|                                |   |
|--------------------------------|---|
| <b>Recommended Next Steps:</b> | <b>See action items above.<br/>Actions assigned to report out at next meeting.</b>  |
| <b>Date of Next Meeting:</b>   | <b>Feb. 13 10 AM in Public Safety Conference Room (with a focus on the Mural Fundraiser)<br/>9 AM Bylaws review beforehand.</b> |



# Tybee Island Main Street committee report

|                           |  |                       |                                    |
|---------------------------|--|-----------------------|------------------------------------|
| <b>Committee Name:</b>    | Economic Vitality  | <b>Date and Time:</b> | January 8, 2025, 4:00 PM – 4:59 PM |
| <b>Members Present:</b>   | Maggie Wright, Timeka Shannon, Tim Arnold, Bob Matkowski, Joy Horn, and Kelly Swope  |                       |                                    |
| <b>Observers/ Guests:</b> | Cilla Shindell, Forever Tybee  |                       |                                    |
| <b>Objectives:</b>        | <ul style="list-style-type: none"> <li>• Update on Commercial Aluminum Recycling Pilot.</li> <li>• Discuss the Turtle Friendly Business Program launch event.</li> <li>• Explore ways to promote business sustainability efforts through Main Street channels.</li> </ul>  |                       |                                    |
| <b>Accomplishments:</b>   | <ul style="list-style-type: none"> <li>• Commercial Aluminum Recycling Pilot update</li> <li>• Turtle-Friendly Business Program event next steps.</li> <li>• Promotion discussion</li> </ul>   |                       |                                    |
| <b>Summary:</b>           | <p><b>Commercial Aluminum Recycling Pilot:</b></p> <ul style="list-style-type: none"> <li>• The curbside recycling pilot program was officially launched with the first scheduled pickup on January 6, 2025. Timeka has followed up with all participants to remind them of the program guidelines, ensuring they understand the requirements, such as not including trash in the bins. She is currently working through logistics with the Department of Public Works (DPW) to determine how the route will operate. The 90-day program will run until March 31st, and DPW is tracking participation each week, with plans to share the data on social media.</li> </ul> <p><b>Solid Waste Trust Fund Grant Update:</b></p> <ul style="list-style-type: none"> <li>• Timeka has not yet received updates regarding the Solid Waste grant, with winners expected to be announced in the spring.</li> </ul> <p><b>Turtle-Friendly Business Program Launch Event:</b></p> <ul style="list-style-type: none"> <li>• The committee is working on organizing a launch event for the revamped Turtle Friendly Business Program, scheduled for February 17, 2025, at the Tybee Island Marine Science Center from 4:00–6:30 PM. The event will bring together business owners and managers to explore sustainable swaps and eco-friendly alternatives, with suppliers such as</li> </ul> |                       |                                    |

|                             |  |
|-----------------------------|--|
|                             | <p>Cheney Brothers, US Foods, Sysco, Dade Paper, and local distributors present to provide valuable options. The goal is to simplify the process for businesses by offering easy-to-understand information. The event will feature appetizers and drinks, with samples from suppliers, and will also acknowledge the businesses already participating in the program. Promotion for the event will include social media, newsletters, flyers, e-vites, billboard ad, and possibly a video reel. The meet-and-greet will encourage networking among current and potential Turtle Friendly businesses. Businesses will also be encouraged to share what sustainability efforts they have already implemented, which could be highlighted during the event.</p> <p><b>Promotions and Sustainability:</b></p> <ul style="list-style-type: none"> <li>• The committee is exploring several promotion ideas to highlight sustainable practices within the Turtle Friendly Business Program. A key initiative is the “Sustainability Spotlight,” which will feature businesses to showcase their efforts towards sustainability. This will include reels and potentially static posts that discuss why sustainability is important and what businesses have done to become more eco-friendly. These promotional efforts aim to inspire other businesses to join the initiative and foster a culture of sustainability across Tybee Island.</li> <li>• Maggie and Timeka will start with Mi Vida as the first business to highlight. They will coordinate with the business owners on a time to come shoot the reel and pictures.</li> </ul> <p><b>Turtle Friendly Business Program Logo:</b></p> <ul style="list-style-type: none"> <li>• Tim has initiated discussions with Tara Mosley regarding the update of the Turtle Friendly Business Program logo. The new design will be used for a variety of materials, including stickers, window decals, certificates, publications, and other promotional items. Tim plans to get an estimated cost from Tara for the design.</li> </ul> |
| <p><b>Action Items:</b></p> | <ul style="list-style-type: none"> <li>• Confirmation on the date and other logistics for the Turtle Friendly Business Program launch event (Tim)</li> <li>• Budget for catering (Kelly and Maggie)</li> <li>• Check out other suppliers (Tim, Timeka, Bob)</li> <li>• Create Flyer and invitation (Timeka and Maggie) and distribute by 1/17/25</li> <li>• Event promotions: newsletter, Facebook posts (Maggie)</li> </ul>   |

|                              |  |
|------------------------------|--|
|                              | <ul style="list-style-type: none"><li>• Reel for Mi Vida (Maggie and Timeka)</li></ul> |
| <b>Date of Next Meeting:</b> | February 6, 2025, 3:00 PM  |