



**A G E N D A**  
**MAIN STREET/DDA MONTHLY BOARD MEETING**  
**November 18, 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. October 16, 2024 Meeting Minutes

**Announcements/ Upcoming Events**

2. Meeting Dates- TENATIVE SCHEDULE
  - a. Design Committee Meeting- 12/10/24 2:00 PM
  - b. Organization Committee Meeting- 12/12/24 10:00 AM
  - c. EV Committee Meeting- 12/4/24 4:00 PM
  - d. Promotion Committee Meeting- 12/12/24 4:00 PM
  - e. Board Meeting- 12/18/24 4:00 PM
3. Main Street Chair
  - a. Board Member Nominations (VOTE)
4. Upcoming Events:
  - a. Holiday Market 11/30/24 12:00 PM - 6:00 PM
  - b. Tree Lighting Ceremony 11/30/2024 6:00 PM - 8:00 PM
  - c. Christmas Parade of Lights 12/6/2024 6:30 PM
  - d. Tybee Tour de Art 12/14/2024 12:00 PM – 5:00 PM

**Ongoing Business**

5. Staff Report
  - a. Financial Update
  - b. Upcoming events:
    - i. Holiday Market 11/30/24 12:00 PM - 6:00 PM
    - ii. Tree Lighting Ceremony 11/30/2024 6:00 PM - 8:00 PM
    - iii. Christmas Parade of Lights 12/6/2024 6:30 PM
6. Committee Updates
  - a. Promotion

- i. Holiday Market
  - ii. Christmas Parade of Lights
  - iii. Polar Plunge
- b. Design
  - i. Tree lighting
- c. Organization
  - i. Holiday Market
    - 1. Volunteers
    - 2. Sponsorships
  - ii. Discount Card
  - iii. New Resident Guide
  - iv. Bylaws Update
  - v. Volunteer Appreciation
  - vi. Fundraiser Idea
    - 1. Purchase Copyrights for Tybrisa Street Mural (VOTE)
- d. Economic Vitality
  - i. Turtle-Friendly Business Designation Proposal (VOTE)

**Adjournment**





## **MINUTES**

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

- **Date & Time:** October 16, 2024, 4:00 PM
- **Location:** Burke Day Public Safety Building, Conference Room, 78 Van Horne Ave
- **Present:** Charissa Murray, Tim Arnold, Maggie Wright, Rachel Jones, Cassidi Kendrick, Ansley Howze, Sarah Bernzott, Ricardo Ochoa, Robbyn Childs, Dillon Patel
- **Absent:** Kelly Swope
- **Observers:** Ruthie Wilson (Forever Tybee)

**Call to Order:** The meeting was called to order by Maggie Wright at 4:00 PM.

#### **Approval of Minutes**

The minutes from the July 17, 2024, and August 24, 2024, meetings were reviewed and approved.

- **Motion to approve:** Charissa
- **Second:** Rachel

#### **Administrative Updates**

##### **Board Position Nomination:**

- A nomination committee was formed to fill a vacant board position.
- **Motion to approve the nomination committee:** Dillon
- **Second:** Ricardo
- Committee Members: Robbyn, Charissa, Cate, and Dillon
- The committee will review three applicants and make a recommendation before the December Council meeting. The meeting to finalize their recommendation must be held before November 20.

##### **Upcoming Committee Meetings:**

- Promotions: November 14, 4:00 PM
- Economic Vitality: November 6, 4:00 PM
- Organization: November 13, 10:00 AM
- Design: November 12, 2:00 PM

### **Quorum and Attendance Policy:**

- Cassidi reminded board members of the importance of achieving a quorum at all meetings to ensure effective decision-making.
- Attendance via call-in does not count toward quorum requirements, as per the bylaws. Rachel confirmed that attendance policies are outlined in the board's bylaws.

### **Staff Report (Maggie Wright)**

- Holiday Market:
  - Vendor finalization is ongoing with over 50 responses received for 30 available spaces.
  - Planning continues for children's activities.
  - Volunteers and sponsors are still needed.
- Locals Discount Card: Progress updates shared.
- Lunch and Learn: Holiday Storefront Decorating Lunch and Learn was held on October 9.
- Merchant Meeting: Scheduled for October 22 at 5:00 PM at the Guardhouse.
- Financial Reports: Included in the meeting packet for review.
- Banners: New banners were installed on Friday.

### **Committee Reports**

- **Promotions (Cate):**
  - Labor Day Beach Bash Recap: Overview of event highlights and feedback received.
  - Holiday Market Planning:
    - Concerns were raised about cornhole placement. The move to the pier received negative feedback; a review was needed to address community preferences for regulation bags and boards.
    - A Pet Parade is being organized (Cassidi).
    - Entertainment is still pending confirmation.
  - Change of Promotions Committee meeting time to 4:00 PM approved.
- **Design (Maggie):**
  - August 13:
    - Replaced string lights and banners.

- Installed two bike racks.
    - Initiated Christmas décor planning.
    - Decided to repurpose old banners for use around the island.
  - September 10:
    - Discussed and approved murals and incentives through grants (e.g., the Park of Seven Flags project).
    - The wayfinding plan is completed but requires funding.
    - Landscaping improvements around the pier discussed; the possibility of placing the dolphin bike rack near the pier.
    - Seal coating of Tybrisa Street was identified as a needed improvement.
- **Economic Vitality** (Tim):
  - Recycling Initiatives: Interest in expanding recycling for aluminum and plastic. Tomeka filed a grant application to support the initiative (details pending).
  - A meeting is scheduled for November 4 with the City Manager and DPW to explore additional grant opportunities.
  - Turtle-Friendly Restaurant Program: The proposed expansion is to be reviewed and approved at the November meeting.
- **Organization** (Ansley):
  - Holiday Market:
    - The committee is recruiting sponsors and volunteers
    - T-shirts for volunteers are finalized.
  - Locals Discount Card:
    - Businesses must sign up by November 15. A new vendor will offer a cost-effective option, and the card will double as a nonprofit fundraiser.
  - Merchant Meetup: Scheduled for October 22, 5:00 PM at the Guardhouse.
    - PowerPoint Presentation has been finalized to highlight Main Street's accomplishments and ongoing projects.

## Upcoming Events

- Trunk or Treat: Friday, October 25
- Witchy Soirée: Saturday, October 26
- Walk MADD: Saturday, October 26, Tybrisa Parking Lot
- Tour de Art: Saturday, November 16
- Holiday Market: Saturday, November 30

## **Adjournment**

- **Motion to adjourn:** Charissa
- **Second:** Cate
- The meeting was adjourned with unanimous approval.



# Main Street Board

## Application

City of Tybee Island  
P.O. Box 2749  
403 Butler Ave.  
Tybee Island, GA 31328  
(912) 472-5103  
Cassidi.Kendrick@cityoftybee.gov

Thank you for your interest in serving on the Main Street of the City of Tybee Island. To apply for a position on the board, please complete the following application and submit to our office or via email to [cassidi.kendrick@cityoftybee.gov](mailto:cassidi.kendrick@cityoftybee.gov). Applicants are encouraged to attend a Main Street meeting as part of the application process.

Name: Ansley Howze  
Address: P.O. Box 826 Tybee Island, GA 31328  
Phone Number: 912-663-4630  
Email Address: ansleyhowze@gmail.com

Area(s) of Interest: Business Development & Growth; Marketing & Promotion, Organization  
Previous Experience: <https://www.linkedin.com/in/ansleyhowze>  
Experience serving on local and national boards for non-profit orgs.

**Why are you interested in joining the Main Street Program for the City of Tybee Island?**  
Supporting the initiatives of furthering economic development on Tybee for residents and visitors.

**What do you believe is the most important aspect of the role that the Main Street Program plays for the community and the City?**  
Supporting and executing a strategic plan for the city that supports economic growth through events, historic preservation, business development and promotion, etc.

**Explain your understanding of the Main Street Program specifically on Tybee Island.**  
Tybee Island's Main Street Program is a city and volunteer board effort that boosts the local economy while preserving the island's history. The efforts are focused on both local residents and visitors to the island.

**Please share any relevant knowledge or career experience you have that would be beneficial to the board:**  
I currently serve as Executive Director for the American Heart Association, overseeing fundraising, community health initiatives and marketing campaigns for Savannah/Hilton Head and Augusta/Aiken. I received my real estate license in 2016 and have sold homes and managed STVRs on the island at Georgia Real Estate & Management Co. I volunteer for the Junior League of Savannah as President and in roles for the Association of Junior Leagues International, Kappa Alpha Theta, the National Panhellenic Conference, and Belmont University.  
Currently serving as Organization Committee Chair for Tybee Main Street.

**Please check the following responsibilities that you can fulfill as a member of the Main Street Program:**

- A Resident of Tybee Island or affiliated with a Tybee Business/ Nonprofit Organization
- Willing to serve a three year term
- Able to attend meetings on the third Wednesday of the month at 4:00 p.m.
- Willing to commit time outside of monthly meeting to work on Main Street projects & initiatives
- Aware that members of this board shall not receive a salary, although they may be reimbursed for expenses

Ansley Howze  
Printed Name

Ansley Howze  
Signature

9/15/2024  
Date

Thank you for your interest in joining the Tybee Island Main Street board. We look forward to reviewing your application. For more information or Main Street related questions, please contact Cassidi Kendrick at [cassidi.kendrick@cityoftybee.org](mailto:cassidi.kendrick@cityoftybee.org).



# Main Street Board

## Application

City of Tybee Island  
P.O. Box 2749  
403 Butler Ave.  
Tybee Island, GA 31328  
(912) 760-4374  
Maggie.Wright@cityoftybee.gov

Thank you for your interest in serving on the Main Street of the City of Tybee Island. To apply for a position on the board, please complete the following application and submit to our office or via email to [maggie.wright@cityoftybee.gov](mailto:maggie.wright@cityoftybee.gov). Applicants are encouraged to attend a Main Street meeting as part of the application process.

Name: Brett Lochr Area(s) of Interest: Improving Tybee  
Address: PO Box 2880, Tybee I, GA 31328  
Phone Number: 912 712 7500 Previous Experience: 40 years of  
Email Address: brett@hoteltybee.com Hotel Mgmt, 10 years on Tybee

Why are you interested in joining the Main Street Program for the City of Tybee Island?  
More now than ever I am focused on making Tybee Island a destination that welcomes visitors and creates great memories

What do you believe is the most important aspect of the role that the Main Street Program plays for the community and the City?  
Improving visitors experiences so they will stay longer, spend more and want to come back

Explain your understanding of the Main Street Program specifically on Tybee Island.  
Promoting the island's businesses, improving communication, giving people a reason to come to Tybee

Please share any relevant knowledge or career experience you have that would be beneficial to the board:  
40 years in the tourism industry and have worked on numerous boards

- Please check the following responsibilities that you can fulfill as a member of the Main Street Program:
- A Resident of Tybee Island or affiliated with a Tybee Business/ Nonprofit Organization *Business Owner of Hotel Tybee,*
  - Willing to serve a four year term *but live in*
  - Able to attend meetings on the third Wednesday of the month at 4:00 p.m. *Wilmington Island*
  - Willing to commit time outside of monthly meeting to work on Main Street projects & initiatives
  - Aware that members of this board shall not receive a salary, although they may be reimbursed for expenses

Brett Lochr Printed Name  
[Signature] Signature  
9/13/24 Date



# Main Street Board Application

City of Tybee Island  
P.O. Box 2749  
403 Butler Ave.  
Tybee Island, GA 31328  
(912) 472-5103  
Cassidi.Kendrick@cityoftybee.gov

Thank you for your interest in serving on the Main Street of the City of Tybee Island. To apply for a position on the board, please complete the following application and submit to our office or via email to cassidi.kendrick@cityoftybee.gov. Applicants are encouraged to attend a Main Street meeting as part of the application process.

Name: Jane Hall Area(s) of Interest: Promotions or any area where you need help  
Address: 24 Horsepen Point Dr. Previous Experience: Have volunteered @ Tybee Food Pantry for past 2 yrs. previously volunteered @ Ronald McDonald House  
Phone Number: 615.364.1179  
Email Address: info@coastlineconcierge.com

Why are you interested in joining the Main Street Program for the City of Tybee Island?  
To be involved in seeing our community grow & evolve in a way that best serves our residents & visitors.

What do you believe is the most important aspect of the role that the Main Street Program plays for the community and the City?  
To be a catalyst in growing our local economy while preserving our landscape & ensuring we grow in the best direction for our citizens.

Explain your understanding of the Main Street Program specifically on Tybee Island.  
My understanding is that the program is designed to help our businesses & the economy, progress while reserving our uniqueness & what makes Tybee-Tybee. It works with city leaders to find the most effective way to do this while finding balance, sustaining positive growth for both residents & visitors.  
Please share any relevant knowledge or career experience you have that would be beneficial to the board:  
I am a licensed Realtor (30 yrs - current inactive) have owned by own business for 9 yrs & have always worked serving the public and/or clients. I also have 3 yrs of college marketing courses.

- Please check the following responsibilities that you can fulfill as a member of the Main Street Program:
- A Resident of Tybee Island or affiliated with a Tybee Business/ Nonprofit Organization
  - Willing to serve a three year term
  - Able to attend meetings on the third Wednesday of the month at 4:00 p.m.
  - Willing to commit time outside of monthly meeting to work on Main Street projects & initiatives
  - Aware that members of this board shall not receive a salary, although they may be reimbursed for expenses

Jane Hall Printed Name  
Jane Hall Signature  
11.12.23 Date



# Main Street Board

## Application

City of Tybee Island  
P.O. Box 2749  
403 Butler Ave.  
Tybee Island, GA 31328  
(912) 760-4374  
Maggie.Wright@cityoftybee.gov

Thank you for your interest in serving on the Main Street of the City of Tybee Island. To apply for a position on the board, please complete the following application and submit to our office or via email to [maggie.wright@cityoftybee.gov](mailto:maggie.wright@cityoftybee.gov). Applicants are encouraged to attend a Main Street meeting as part of the application process.

Name: Joy Horn Area(s) of Interest: Event planning/cordinator  
Address: 208 Falligant Ave  
Phone Number: 912-677-2293 Previous Experience: \_\_\_\_\_  
Email Address: joyhorn1@gmail.com

### Why are you interested in joining the Main Street Program for the City of Tybee Island?

As a business owner and manager on Main Street I have a vested interested in the success and presentation of Main Street. I wish to volunteer my time and experience to help build upon, grow and carry on the success of Tybee Island Main Street.

### What do you believe is the most important aspect of the role that the Main Street Program plays for the community and the City?

I think the Main Street program plays in integral part in many aspects including funding, beautification, event coordination and building communication with the community and there elected officials.

### Explain your understanding of the Main Street Program specifically on Tybee Island.

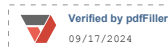
To my understanding this program supports the appearance, events, operations, funding and community outreach revolving around Main Street. I believe they help facilitate and find unique and diverse ways to promote tourism for the overall financial success of the Island.

### Please share any relevant knowledge or career experience you have that would be beneficial to the board:

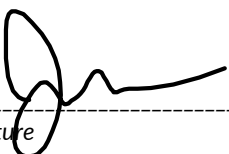
I have spent the last 13 years working on Main Street. I am the operations manager for the pier and facilitate the planning, organization and overall funding for all our major holiday events. As well as manage Dizzy Dean's Liquor store and own Transcendent Treasures. I have a vested interested in the success of Main Street. I look forward to the opportunity to utilize my skills to assist in the growth Main Street.

### Please check the following responsibilities that you can fulfill as a member of the Main Street Program:

- A Resident of Tybee Island or affiliated with a Tybee Business/ Nonprofit Organization
- Willing to serve a four year term
- Able to attend meetings on the third Wednesday of the month at 4:00 p.m.
- Willing to commit time outside of monthly meeting to work on Main Street projects & initiatives
- Aware that members of this board shall not receive a salary, although they may be reimbursed for expenses



Joy Horn  
Printed Name

  
Signature

9/17/2024  
Date

Thank you for your interest in joining the Tybee Island Main Street board. We look forward to reviewing your application. For more information or Main Street related questions, please contact Cassidi Kendrick at [cassidi.kendrick@cityoftybee.org](mailto:cassidi.kendrick@cityoftybee.org).

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

**Main Street- City Operating Budget**

Line item	Expense Amount	Description
Main Street Operations	\$ 50.00	Main Street Community Management System
Special Events	\$139.07	Main Street Lunch & Learn Refreshments
Main Street Operations	\$76.00	Cassidi & Maggie Business Cards
Special Events	\$47.10	Lunch and Learn Supplies
Main Street Operations	\$ 75.00	Monthly E-Newsletter Subscription Program
Special Events	\$350.00	Main Street Merchant Meeting Refreshments- Oakies
Travel	\$4.10	Parking Fee at Georgia Downtown Meeting
Main Street Operations	\$152.75	Main Street Website Widgets & Annual Hosting
Main Street Operations	\$12.99	AV Equipment for Main Street Presentations
Travel	\$428.78	Maggie Travel to Annual HPC Conference
Travel	\$239.86	Cassidi Travel to GDA Board Meeting
Special Events	\$140.00	Treylor Park Ribbon Cutting Photography
<b>TOTAL \$ 1715.65</b>		

**South Beach District- City Operating Budget**

Line item	Expense Amount	Description
Streetscaping	\$1,800.00	Street Pole Banners
<b>TOTAL \$ \$1,800.00</b>		

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

<b>DDA Account</b>	
Beginning Balance	\$24,736.28
Deposits/Credits	\$3,624.69
Withdraws/Debits	\$2,436.95
Ending Balance	\$25,924.02

<b>DDA Account</b>		
	<b>Expense Amount</b>	<b>Description</b>
Withdrawal/Debit	\$ 88.00	Square POS System Subscription
Withdrawal/Debit	\$ 2,300.00	Lamar Billboard Agreement Payment
Withdrawal/Debit	\$ 48.32	Synovus Maintenance Fee
Deposits/Credit	\$ 289.80	WTOC Morning Break Payment
Deposits/Credit	\$ 434.65	Square- Vendor Fee and Billboard Payment
Deposits/Credit	\$ 96.40	Square- Holiday Market Arts and Crafts Vendor Fee
Deposits/Credit	\$ 96.40	Square- Holiday Market Arts and Crafts Vendor Fee
Deposits/Credit	\$150.00	Holiday Market Retail Vendor Fee (Check)
Deposits/Credit	\$771.60	Square- Holiday Market Vendor Fees
Deposits/Credit	\$ 96.40	Square- Holiday Market Arts and Crafts Vendor Fee
Deposits/Credit	\$ 337.55	Square- Holiday Vendor Fees
Deposits/Credit	\$ 96.40	Square- Holiday Market Arts and Crafts Vendor Fee
Deposits/Credit	\$ 313.97	Square- Billboard Program Payment
Deposits/Credit	\$ 96.40	Square- Holiday Market Arts and Crafts Vendor Fee
Deposits/Credit	\$ 845.12	Square- Holiday Vendor Fees



# Tybee Island Main Street

## committee report

<b>Committee Name:</b>	Promotion Committee	<b>Date and Time:</b>	November 7, 2024
<b>Members Present:</b>	Kelly Swope, Cate Campbell, Charissa Murray, Cassidi Kendrick, Maggie Wright, Joy Horn, Ricardo Ochoa, Sarah Bernzott,		
<b>Observers/ Guests:</b>	Forever Tybee representative		
<b>Objectives:</b>	<ul style="list-style-type: none"> <li>• Discuss holiday events</li> <li>• Address remaining needs for the Holiday Market</li> <li>• Begin planning for Polar Plunge</li> </ul>		
<b>Accomplishments:</b>	<ul style="list-style-type: none"> <li>• Update on holiday events</li> <li>• Assigned next steps to committee members</li> </ul>		
<b>Summary:</b>	<p><b>Holiday Market</b></p> <ul style="list-style-type: none"> <li>• Vendor Status <ul style="list-style-type: none"> <li>○ Approximately 40 vendors confirmed, need to secure 5 more.</li> </ul> </li> <li>• Cornhole Tournament: <ul style="list-style-type: none"> <li>○ Eric Thomas will serve as the MC, create the brackets for the teams, keep score, etc.</li> <li>○ Ten boards are needed for the tournament.</li> <li>○ The championship belt for the cornhole tournament is being designed and ordered by Cate.</li> </ul> </li> <li>• Pet Parade: <ul style="list-style-type: none"> <li>○ Cassidi is working to secure judges for the parade.</li> <li>○ Timing: Scheduled from 1:30 PM to 2:30 PM.</li> <li>○ Entry fee is a donation to One Love Animal Rescue.</li> </ul> </li> <li>• Grinch Character Appearance: <ul style="list-style-type: none"> <li>○ The Grinch character will be available for photos and interactions from 1:00 PM to 3:00 PM.</li> <li>○ Cate will be the Grinch's guide.</li> </ul> </li> <li>• Sponsorship Update <ul style="list-style-type: none"> <li>○ New Sponsors Added: Kelly Swope and Cate Campbell have joined as event sponsors.</li> </ul> </li> <li>• Committee Member Contributions <ul style="list-style-type: none"> <li>○ Volunteer Outreach: All committee members have agreed to</li> </ul> </li> </ul>		

	<p>help by reaching out to potential resources for volunteers and soliciting additional donations and sponsorships.</p> <ul style="list-style-type: none"> <li>○ Support for Set-Up: Assistance is requested for morning set-up, including tents and other event infrastructure.</li> </ul> <p><b>Christmas Parade</b></p> <ul style="list-style-type: none"> <li>● The application for the Christmas Parade opened a few weeks ago and has already received multiple responses.</li> <li>● To ensure a smooth procession, we'll need a few volunteers positioned at both the starting and ending points of the parade route. They'll assist with directing floats, cars, and marching groups as they enter and exit the route.</li> </ul> <p><b>New Year's Celebrations</b></p> <ul style="list-style-type: none"> <li>● Polar Plunge: <ul style="list-style-type: none"> <li>○ Further planning is needed; additional discussion will occur at the next meeting.</li> <li>○ All members agreed to help contact resources for volunteers, donations/sponsorship.</li> </ul> </li> <li>● NYE Fireworks Display: A new company has submitted a bid for the fireworks display.</li> </ul>
<p><b>Recommended Next Steps:</b></p>	<ul style="list-style-type: none"> <li>● Committee members are to recruit volunteers and sponsors for the holiday events.</li> <li>● Cate is ordering the cornhole champion belt.</li> <li>● Joy is recruiting boards for the cornhole tournament.</li> </ul>
<p><b>Date of Next Meeting:</b></p>	<p>December 12, 2024, 10:00 AM</p>



# Tybee Island Main Street committee report

<b>Committee Name:</b>	Design Committee	<b>Date and Time:</b>	November 12, 2024, 2:00 p.m. - 3:25 p.m.
<b>Members Present:</b>	Ron Rimawi, Maggie Wright, Cassidi Kendrick		
<b>Observers/ Guests:</b>	Theresa Mane (Forever Tybee)		
<b>Objectives:</b>	<ul style="list-style-type: none"> <li>• Review of tree lights for the holidays</li> </ul>		
<b>Accomplishments:</b>	<ul style="list-style-type: none"> <li>• Review of the plan for Christmas lighting for palm trees</li> <li>• Ordered new light strands and accessories</li> <li>• Pressure washing updates.</li> </ul>		
<b>Summary:</b>	<p><b>Tree Lighting</b></p> <ul style="list-style-type: none"> <li>• <b>Contractor Selection:</b> Window Genie has been chosen as the contractor for the tree lighting.</li> <li>• <b>Project Review:</b> The committee reviewed the project scope, budget, and the quote received from Window Genie.</li> <li>• <b>Paperwork:</b> All necessary paperwork has been received from Window Genie.</li> <li>• Maggie and Cassidi met with Window Genie on 11/12 to finalize plans.</li> <li>• <b>Light Strands Inventory:</b> The committee reviewed existing light strands and identified additional strands needed. The committee found a vendor for the lights and approved the purchase.</li> <li>• <b>Follow-Up with Contractor:</b> Ron will reach out to Window Genie to clarify:             <ul style="list-style-type: none"> <li>○ Payment terms, including whether a deposit is required</li> <li>○ Light servicing arrangements</li> <li>○ Requirements for fasteners and type used</li> <li>○ Custom extension cords</li> <li>○ Pricing per tree</li> </ul> </li> <li>• <b>Installation Schedule:</b> Installation will begin on November 18 and is expected to be completed by November 22.</li> </ul>		

	<p><b>Pressure Washing</b></p> <ul style="list-style-type: none"> <li>• Recommendation: Staff recommends pressure washing twice a year with a chemical cleaner.</li> <li>• Explore the option for businesses to request a soft-wash of storefronts.</li> <li>• Efforts are underway to include pressure washing in the Department of Public Works schedule twice a year.</li> </ul> <p><b>Sidewalk Café/Merchandise Display Permit:</b></p> <ul style="list-style-type: none"> <li>• Clothing Rack Limitations: Consider limiting the number of clothing racks due to narrow sidewalks.</li> <li>• Permitting: Managed by Community Development, with permits submitted annually and valid year-round.</li> </ul>
<p><b>Recommended Next Steps:</b></p>	<ul style="list-style-type: none"> <li>• Ron is following up with Window Genie with a few final questions.</li> <li>• <b>Bike Racks:</b> Sidewalks are busy, so consider relocating some bike racks allocated for Tybrisa Street.</li> <li>• <b>Trashcans:</b> Replace the teal trashcans along Butler Avenue.</li> </ul>
<p><b>Date of Next Meeting:</b></p>	<p>TBD</p>



# Tybee Island Main Street

## committee report

<b>Committee Name:</b>	<b>Organization Committee</b>	<b>Date and Time:</b>	<b>11.13.24 10 AM</b>
<b>Members Present:</b>	<p>Ansley Howze  Maggie Wright  Kelly Swope  Liz Hood  Forever Tybee Representative- Melanie Clearman</p> <p>Absent:  Cassidi Kendrick</p>		
<b>Objectives:</b>	<p>Build leadership and strong organizational capacity   Ensure broad community engagement   Forge partnerships across sectors</p>		
<b>Accomplishments:</b>	<p>Merchant Meet-up was held on Oct. 22, 2024</p>		
<b>Summary:</b>	<p>Holiday Market- Nov. 30</p> <ul style="list-style-type: none"> <li>- Need for Recruiting Volunteers 11:45-3; 2:45-6; Breakdown 5:30-6.</li> <li>- Approx. 25 volunteers for each. We are currently at 10 people signed up through the form.</li> <li>- Need for Securing Sponsors (Maggie to send sponsorship packet)</li> <li>- Order t-shirts for volunteers, collect sizes. Maggie to share final date cut-off for shirts; potentially ordering a stock of shirts instead of waiting for sizes.</li> <li>- Ansley to share with the Junior League of Savannah and the Savannah Jaycees; Students can get volunteer forms signed. Ansley to share link with the Ardsley Park Open Chat Facebook group.</li> <li>- Kelly to share the link with the Wilmington and Whitmarsh Facebook groups.</li> <li>- Melanie to include the link to sign-up to the Forever Tybee Group.</li> <li>- Maggie to send link out to local schools with volunteer requirements.</li> </ul> <p>Discount "Local" Cards-</p> <ul style="list-style-type: none"> <li>- Card to have Jan. 1 to Dec. 31 annual time limit.</li> </ul>		



# Tybee Island Main Street

## *committee report*

- **Process- Tybee Main Street will purchase cards, non-profits will purchase them at cost (\$1.50) and then sell them with the mark-up (\$10 total) to keep the profit.**
- **Maggie to send separate e-blast for local business sign-up by 11/18. We will shoot for 12-16 businesses. 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).**

### **New Resident Guide-**

- **“Tips from a local” idea**
- **Maggie to work on design and addition of information, committee to review the draft Dec. 12<sup>th</sup> at the Organization Meeting.**
- **Hope to share to City Council by January Meeting.**

### **Bylaws-**

- **Committee reviewed bylaws and shared feedback with group by 9/27/24. Kelly to provide update at our December meeting on the feedback received. She will set time to connect with Cassidi/Maggie on potential changes.**

### **Volunteer Appreciation Event-**

- **Jan. 21 at 5 pm**
- **Paper plate awards**
- **At Guard Shack (Maggie to confirm reservation), catered with same menu from Oakie’s from Merchant Meet-up, if possible add other restaurants’ items too.**
- **Easy photo booth- Kelly has cute backdrop wall, canva designs for props- print and attach to popsicle sticks**
- **Maggie to confirm budget with the committee for this event.**

### **Mainstreet 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. She will check on turn-around time with Sky for digital files. Cassidi to share document with organization committee.**
- **Seek board approval for approving expense at the next meeting.**
- **Start with the welcome sign portion Christmas ornament.**



# Tybee Island Main Street *committee report*

	<p><b>OLD BUSINESS</b></p> <p><b>Photo Booths-</b></p> <ul style="list-style-type: none"><li>- Find out how many are on Tybee (Admirals Inn, Salty Pelican, Hucapoos).</li><li>- Would one do well for a fundraising element in city owned places?</li></ul> <p><b>Meeting ended at 10:59 am.</b></p>
<p><b>Recommended Next Steps:</b></p>	<p><b>See action items above.</b></p> <p><b>Actions assigned to report out at next meeting.</b></p>
<p><b>Date of Next Meeting:</b></p>	<p><b>Dec. 12 10 AM in Public Safety Conference Room</b></p>



# Tybee Island Main Street

## committee report

<b>Committee Name:</b>	Economic Vitality	<b>Date and Time:</b>	November 13, 2024 4:00 PM- 5:00 PM
<b>Members Present:</b>	Tim Arnold, Bob Matkowski, Timeka Shannon, Maggie Wright, Kelly Swope		
<b>Observers/ Guests:</b>	Cilla Shindell (Forever Tybee)		
<b>Objectives:</b>	<ul style="list-style-type: none"> <li>Continue working on recycling efforts and expansion of the turtle-friendly program.</li> </ul>		
<b>Accomplishments:</b>	<ul style="list-style-type: none"> <li>Reviewed Turtle Friendly Business program criteria and agreed on the next steps.</li> </ul>		
<b>Summary:</b>	<p><b>Turtle-Friendly Business Program</b></p> <ul style="list-style-type: none"> <li><b>Program Scope:</b> The program will include participation from restaurants, retail shops, hospitality businesses, ice cream shops, and bars, encouraging turtle-safe practices across Tybee’s key business sectors.</li> <li><b>Program Update:</b> Tim shared positive feedback from the Main Street board, community members, and business owners, indicating strong support and enthusiasm for the program.</li> <li><b>Next Steps:</b> The Main Street board will vote on the program’s approval at the upcoming November meeting.</li> <li><b>Funding Discussion:</b> The committee discussed the potential for City funding to support businesses in adopting sustainable, turtle-friendly practices, bridging cost gaps for these eco-friendly transitions.</li> <li><b>Goals and Timeline:</b> The committee proposed setting specific milestones for businesses to achieve and establishing a timeline to track the program's progress and success.</li> </ul> <p><b>Recycling Initiative</b></p> <ul style="list-style-type: none"> <li><b>Grant Update:</b> Timeka Shannon provided an update on recycling grants secured to support new initiatives.</li> <li><b>Pilot Program:</b> Tim and Timeka met with City officials to discuss launching an aluminum recycling pilot program for businesses. This program would provide recycling carts and curbside pickup. If</li> </ul>		

	<p>successful, it could expand to all businesses on the island, encouraging widespread aluminum recycling.</p> <p><b>Additional Discussion</b></p> <ul style="list-style-type: none"> <li>• <b>Sustainability and Marketing:</b> The committee discussed how emphasizing sustainability could enhance Tybee’s tourism appeal and support branding efforts. Ideas included spotlighting sustainable businesses on social media and creating a “sustainability segment” on WTOC’s Morning Break.</li> <li>• <b>Sustainability Events:</b> <ul style="list-style-type: none"> <li>○ <b>Turtle-Friendly Event:</b> The committee proposed hosting a turtle-friendly event at the Marine Science Center in the spring. This event could feature displays from distributors offering sustainable products, sample giveaways, and educational presentations on the importance of sustainability and turtle-friendly practices. Catering would potentially feature several participating turtle-friendly restaurants.</li> <li>○ <b>Eco-Friendly Restaurant Week:</b> The committee discussed creating an eco-friendly restaurant week to celebrate and promote businesses that adopt sustainable practices.</li> </ul> </li> <li>• <b>Engaging the Business Community:</b> <ul style="list-style-type: none"> <li>○ The committee highlighted the need to engage Tybee’s business community in sustainability efforts and to celebrate businesses excelling in eco-friendly practices.</li> <li>○ Potential initiatives include hosting a “Lunch and Learn” event where business owners can learn about sustainable practices and eco-friendly product swaps, fostering a network of environmentally conscious businesses.</li> </ul> </li> </ul>
<p><b>Recommended Next Steps:</b></p>	<ul style="list-style-type: none"> <li>• Maggie Wright will follow up on the total dollar amount the city receives in rebates from recycling haulers.</li> <li>• Tim Arnold will present the Turtle Friendly program criteria it to the Main Street Board in November.</li> </ul>
<p><b>Date of Next Meeting:</b></p>	<p>December 4, 2024, 4:</p>

## **Expanding the Turtle-Friendly Sustainable Business**

### **Recognition Program on Tybee Island:**

## **A City of Tybee Main Street & Fight Dirty Tybee Joint Project**

### **Background**

The Turtle-Friendly Restaurant Program – the first sustainability recognition program on Tybee Island – was launched in late 2022 by Fight Dirty Tybee, the Island’s beach cleaning and litter-fighting group. The objectives when starting the program were to recognize innovative and voluntary efforts by restaurant owners in reducing single-use plastics that may leak into the marine environment and cause harm to sea life.

The criteria chosen was loosely modeled on Surfrider’s Ocean-Friendly Restaurant program, but after consultation with Surfrider, the program was tailored to allow more participation by simplifying the qualifying criteria. Fight Dirty Tybee chose to not dictate what sustainable choices a restaurant must make to qualify; rather, they chose to recognize those eating establishments that opted to not use plastic bags, plastic straws, and styrofoam for either in-store or take-away dining. These waste streams were chosen based on the frequency of litter found on the beach and because these items are known to cause significant harm to sea turtles (and other marine life) if ingested. As of July 2024, 14 eating establishments (including 2 coffee shops) were voluntarily enrolled in the Turtle-Friendly Restaurant Program.

### **Expanding the Program to all Tybee Businesses**

A goal of the Main Street Board is to develop criteria for all types of Tybee businesses that would allow owners to be recognized as a Turtle-Friendly Tybee business (TFB). Criteria is being developed for the following business segments, with more to come as needed: Hospitality, Retail, Bars, Ice Cream shops, and Coffee shops, which are currently included with Restaurants. Additionally, the criteria for Restaurants will be strengthened to include take-out containers, which are not currently covered by the existing criteria. After review by the Main Street’s Economic Vitality Committee as well as the full Board, the criteria will be finalized and rolled out in 2025, when businesses can apply for and receive the Turtle-Friendly Business designation. The program elements will be jointly administered by Fight Dirty Tybee and the City of Tybee Island (CoTI).

## **Recognition of Turtle-Friendly Businesses**

Each recipient of the TFB designation will receive:

- Window decals and Certificates of Participation to post in-store
- Substantial and continuous social media coverage by numerous organizations, including Fight Dirty Tybee, the City of Tybee Island (CoTI), tybeeisland.com and Where to Eat (DeVivo marketing), Visit Tybee, and other partner organizations
- Discounted trash compactor and/or liquor license fees (under review)
- Periodic stipends to help offset increased operating costs (under review)
- Distribution of Gift Cards good only at certified TFBs (under review)

The hope of the business participants and Main Street Tybee is that increased traffic to TFBs will partially or fully offset the increased expense owners must bear to offer sustainable products, which are often several times more costly to source than single-use plastics. Incentives and recognition will continuously be refined and expanded.

## **Governing Body: The Turtle-Friendly Qualifying Committee**

A small working group of interested individuals will be tasked with defining program criteria, judging business qualification, refining and expanding the rewards component, and overall adjudication of the program. A member of Fight Dirty Tybee will chair the group and retain ownership of the program, with at least one member from the CoTI included. The Qualifying Committee will also ensure each participating business is upholding the criteria they chose as Turtle-Friendly, and revoke such designation after citing 3 'violations' of their criteria in a 12 month rolling period. For the first year (2025), this group will be comprised of members of the Economic Vitality Committee, and any other interested individuals.

## **Required Actions for all TFBs**

Each business that wishes to be designated a TFB accumulates points toward that designation by taking actions to reduce waste. The program places emphasis on efforts to reduce consumption and distribution of single-use plastics.

To qualify, all prospective businesses must:

1. execute a 'waste audit' designed to both identify what that business typically discards and as a means of identifying ways to reduce their level of waste. This audit does not have to be extensive nor formal, and is

designed to objectively identify the typical waste streams produced by the business. Actions identified in the audit to reduce waste can count towards the point totals needed to qualify as a Turtle-Friendly business.

2. recycle commodities accepted by CoTI in the municipal recycling program (currently: aluminum, plastics #1 & 2, cardboard, and paper). The business must make a recycle bin available in or near the store, empty it when necessary, and promote recycling with staff. (Note – the CoTI is currently looking at ways to ease the burden of business recycling).
3. Does **not** provide customers with any item in styrofoam containers.

### **Criteria by Business Segment**

#### **Restaurants – 6 points needed to qualify**

Required actions – 1 point each, 4 points in total:

- Offer natural straws (not bio-plastic; see note below), such as paper, bamboo, reed, hay, sugarcane, wheat, silicon, stainless steel, etc.
- Use natural take-out containers, such as fiberboard, sugarcane, cardboard, bamboo, palm, wheat straw, etc.
- Offer a non-plastic take-out bag. For paper bags, must be made with post-consumer recycled paper or other natural alternatives to plastic bags (no bio-plastics)
- No styrofoam serving containers can be used for in-store or for take-out dining.

Other options – 1 point each - choose 2 actions to qualify as Turtle-Friendly:

- Switch to natural cutlery (bamboo, wood, paper, potato, etc)
- Replace plastic cups with reusable or recyclable option (e.g., aluminum)
- Only reusables for in-store dining
- Serve straws, water, and cutlery only upon request
- Other qualified actions (case-by-case)

#### **Hospitality - choose 4 points to qualify**

- Reusable shampoo & body wash in shower
- Non-plastic drinking cups in room
- Limited or no plastic for in-room coffee service
- Low-waste coffee and snack stations in lobby
- Other actions (points to be assessed)

#### **Retail - need 4 points to qualify**

- Offer a non-plastic take-out bag. For paper bags, must be made with post-consumer recycled paper or other natural alternatives to plastic bags (no bio-plastics)
- Switch from plastic wrapping to biodegradable option
- Reduce/reuse plastic packaging, recycle excess
- Eliminate use of plastic cups and plastic straws
- Other qualified actions (points to be assessed)

### **Coffee Shops** - need 4 points to qualify

Required actions: No styrofoam, plastic bags, or plastic straws, 2 points

Optional actions: choose 2 actions to qualify as Turtle-Friendly:

- Biodegradable (non-plastic) cups
- Biodegradable (non-plastic) lids
- Natural stirrers (non-plastic)
- No plastic, single-use creamers
- Other qualified actions (points to be assessed)

### **Ice Cream Shops** - need 4 points to qualify

Required actions: No styrofoam, plastic bags, or plastic straws, 2 points

Optional actions – choose 2 actions to qualify as Turtle-Friendly:

- Use washable spoons & cups for indoor dining
- Replace plastic spoons with natural/biodegradable spoons
- Replace plastic straws with natural/biodegradable options
- Other qualified actions (points to be assessed)

### **Bars** - need 4 points to qualify

Required actions: No styrofoam, plastic bags, or plastic straws, 2 points

Optional actions – choose 2 actions to qualify as Turtle-Friendly:

- Serve straws only upon request
- Washable cups used in-store
- Replace disposable plastic to-go cups with highly recyclable options (e.g., aluminum)
- Other qualified actions (points to be assessed)

## **A Note on Bio-Plastics**

An area of controversy around reducing single-use plastics is the emergence and widespread use of compostable bio-plastics, made from a variety of plant-based feedstock, typically cornstarch. While bio-plastics are not created from fossil fuels, which is a key benefit, unfortunately they can only be successfully composted at an industrial (commercial) compost facility, which does not exist in Chatham County (the closest facility is in Athens, GA). Another drawback is that Bioplastics cannot be recycled, and if attempted will contaminate the entire load. Bioplastic bags also behave much the same as a fossil-fuel bag in a marine environment, as they will not breakdown without sufficient heat and oxygen. For these reasons, we have eliminated bioplastics as an option for a Turtle-Friendly Business, although given recent advances in this area, we will follow developments closely.

## **Timeline & Goals**

### **Q4 2024**

Quarterly goal: finalize program and prepare for pilot

- Finalize program components (Nov)
- Main Street Board approval to proceed (Nov)
- Qualifying Committee to decide remaining details, including program benefits
- identification and outreach of early adopters

### **Q1 2025**

Overall goal: pilot launch & onboarding

- Open house @MSC with suppliers & prospective businesses (JAN)
- Launch Pilot with early adopters - goal of 10 participants (FEB)
- Record feedback; modify program as needed (ongoing)
- Finalize program elements (MAR)
- Identification of proposed 2025 budget (MAR)
- Main St Board approval of final program (MAR)

### **Q2-3**

Overall goal: onboard new participants

- Launch program & open enrollment (APR)
- Enrollment of new participants (ongoing), goal of 15 enrollees by quarter-end JUN)

Q4 - Program evaluation and modification

- Enrollment of new participants (ongoing)
- Program assessment and modification

- End year with 20 participants