



**A G E N D A**  
**MAIN STREET/DDA MONTHLY BOARD MEETING**  
**September 17, 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. August 20, 2025 Meeting Minutes

**Financial Report**

2. August 2025 Financial Report

**Ongoing Business**

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

**New Business**

**Upcoming Meeting Dates- TENTATIVE SCHEDULE**

7. EV Committee Meeting: October 7, 2025, 2:00 PM
8. Design Committee Meeting: October 7, 2025, 3:00 PM
9. Organization Committee Meeting: October 9, 2025, 10:00 AM
10. Promotion Committee Meeting: October 16, 2025, 4:00 PM
11. Board Meeting: October 15, 2025, 4:00 PM

## **Announcements/ Upcoming Events**

### 12. Upcoming Events:

- a. Fight Dirty Tybee: International Coastal Cleanup, September 20, 2025
- b. Shoppes at 1207: Kaftans and Cocktails, September 20, 2025
- c. Tybee Art Gallery: Bourbon, BBQ, and Bow Ties, September 20, 2025
- d. Farace's Finest: TIMA Spirit Night, September 25, 2025
- e. Tybee Post Theater: 10<sup>th</sup> Anniversary Telethon, September 27, 2025
- f. Atomic Bar: Grand Opening, October 10, 2025
- g. Pirate Fest: October 9-12, 2025

## **Adjournment**





## MINUTES MAIN STREET/DDA MONTHLY BOARD MEETING

- **Date & Time:** August 20th, 2025, 4:00pm
- **Present:** Charissa Murray, Maggie Wright, Dillon Patel, Joy Horn, Ron Rimawi, Jane Hall, Ricardo Ochoa
- **Absent:** Ansley Howze, Steve Farace
- **Observers:** Ruthie Wilson (Forever Tybee)
- **Location:** Public Safety Building (78 Van Horne Avenue)

### Call to Order

The meeting was called to order by Dillon Patel at 4:07 PM.

### Approval of Minutes

The minutes from the June 18 meeting were approved following a motion by Charissa Murray and a second by Joy Horn. The motion carried unanimously.

### Financial Report

Maggie Wright presented the financial report for June and July. In June, the Downtown Development Authority account began with a balance of \$23,309.04. Deposits totaled \$3,003.97, and withdrawals totaled \$2,598.01, leaving an ending balance of \$23,715.00. In July, the account began with \$23,715.00. Deposits totaled \$2,356.62, and withdrawals totaled \$2,536.94, resulting in an ending balance of \$23,534.68. There were no questions regarding the report.

### Chair Updates

During chair updates, Dillon announced that a nominating committee would be needed to review the applications received for the open board positions. Joy and Charissa volunteered to serve on the committee alongside the two chairs. A motion to approve the committee was made by

Charissa and seconded by Joy. The motion was approved unanimously. The committee will include Dillon, Joy, Charissa, Ansley, and Maggie.

### **Staff Report**

In the staff report, Maggie noted that she and Cassidi will be attending the Georgia Downtown Association conference in Gainesville next week. She reported that the Mobile Visitor Center wrap has been completed, and DPW is working on the interior build-out. Additionally, the electrical project is progressing and should be completed soon. Maggie also provided updates on upcoming events, including the Labor Day Beach Bash and the Sand Cat Coffee ribbon cutting.

### **Committee Reports**

#### **Promotion Committee:**

Charissa Murray reported for the Promotions Committee. For Small Business Saturday, the committee brainstormed several engaging ideas to encourage local shopping, including Small Business Bingo and a Shop Small Passport game. The next step will be to refine these ideas and send out a survey to businesses to determine what offers they would like to promote. Planning is also underway for Tybee for the Holidays. Events will include the Tree Lighting on December 1 at 6:00 PM, the Christmas Parade on December 12 at 6:00 PM, and the Holiday Market on December 13–14, with Saturday hours from 11:00 AM to 8:00 PM and Sunday hours from 12:00 PM to 4:00 PM. These dates represent a change from what was previously discussed due to conflicting community events. A motion to approve the date change, with the parade to be held on Friday, December 12, and the market on December 13–14, was made by Charissa and seconded by Joy. The motion carried unanimously.

#### **Design Committee:**

Ron Rimawi reported for the Design Committee. He noted that the resurfacing project is moving forward with a vendor selected, and staff are looking at ways to help reduce costs. Pressure washing is being managed by the Department of Public Works. The next cleaning is planned for completion before Labor Day. The bike route audit is also progressing, with members raising questions about signage and intersections, particularly at Jones Avenue. Suggestions included adding glow-in-the-dark striping, expanding routes, and considering a new crosswalk near Sugar Shack. Dillon is compiling audit notes into a document for Public Works, while Ron is

developing a Google Map version to track existing and potential improvements. Updates were also provided on the Strand Avenue and Butler Avenue electrical projects, which are nearing completion. New tree ring lighting has been installed and is now operational. Regarding GDOT Highway 80, it was reported that the current surveying is being done by Georgia Power for new power poles, not GDOT. Bridge work is scheduled for 2026, and stakeholder meetings with GDOT will occur later this year. Other topics included reviewing trash can placement after streetscaping is complete, and bike rack installations.

### **Organization Committee:**

Maggie Wright reported for the Organization Committee. She shared updates on the photo booth, which is still in legal review. The committee also reviewed six printing quotes for the New Resident Guides, ultimately selecting The Print Shop, a local vendor, at a cost of \$562. A motion to approve The Print Shop as the vendor for the New Resident Guides was made by Joy and seconded by Ricardo. The motion carried unanimously.

Maggie will also obtain quotes for QR code magnets to allow rental properties to provide digital access to the guide. Exit interviews were conducted with Kelly and scheduled with Sarah. Additional projects include ordering a pull-up banner for ribbon cuttings, creating t-shirts for board members to wear at events, and exploring “Main Street Meetup” happy hour-style gatherings.

### **Economic Vitality Committee:**

Maggie Wright also reported for the Economic Vitality Committee. The committee reviewed the Turtle Friendly Business Program, noting that criteria have changed and recertifications are needed for existing participants. Businesses such as Kelly & Company have been certified, and Maggie is coordinating with others, including Transcendent Treasures, for future certifications. Incentive ideas were also discussed, such as potential discounts on trash compactors. Maggie also updated the group on the Curbside Recycling Program, reporting that she has reached out to Patricia to obtain participant lists for promoting “Sustainability Spotlights” on social media. The Shop Local Receipt Program was highlighted as a success, with 33 submissions totaling \$1,938.96 in the first week and 47 submissions totaling \$2,089.49 in the second week. The program continues to support Tybee businesses and encourage community spending. The committee also brainstormed ideas for an affordable marketing project, recognizing the high

cost of advertising on Tybee and exploring opportunities for city-controlled spaces to help local businesses.

**Upcoming Meetings:**

- Design Committee Meeting – September 11, 2025, 2:00 PM
- Organization Committee Meeting – September 11, 2025, 10:00 AM
- EV Committee Meeting – September 9, 2025, 4:00 PM
- Promotion Committee Meeting – September 10, 2025, 4:00 PM
- Board Meeting – September 17, 2025, 4:00 PM

**Upcoming Events:**

- Labor Day Beach Bash – August 30–31, 2025
- Sand Cat Coffee Ribbon Cutting – September 5, 2025, 10:00 AM

**City Hall Closures:**

- September 1, 2025 – Labor Day

**Adjournment**

The meeting was adjourned at 4:58 PM following a motion by Joy Horn and a second by Charissa Murray. The motion passed unanimously.

**Tybee Island Main Street  
Monthly Financial Report- August 2025**

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<b>DDA Account</b>	
Beginning Balance	\$23,534.68
Deposits/Credits	\$2,141.21
Withdraws/Debits	\$2,634.97
Ending Balance	\$23,040.92

<b>DDA Account</b>	
<b>Amount</b>	<b>Description</b>
<b>Debits/ Transactions</b>	
\$88.00	Square POS System Subscription
\$50.00	Shop Local Receipt Program Gift Card Purchase (Pier 16)
\$2,400.00	Lamar Billboard Agreement
\$50.00	Shop Local Receipt Program Gift Card Purchase (Ripe Ingredients)
\$46.97	Synovus Analysis Acticity
<b>Deposits/ Credits</b>	
\$328.48	Billboard Program Payment
\$780.00	Billboard Program Payment (2)
\$327.95	Billboard Program Payment
\$327.95	Billboard Program Payment
\$376.83	Billboard Program Payment



# Tybee Island Main Street

## committee report

<b>Committee Name:</b>	Promotion	<b>Date and Time:</b>	September 10, 4:00 PM
<b>Members Present:</b>	Maggie Wright, Jane Hall, Charissa Murray		
<b>Observers/ Guests:</b>	Theresa Pottratz, Forever Tybee		
<b>Objectives:</b>	<ul style="list-style-type: none"> <li>• Small Business Saturday</li> <li>• Holiday Events</li> </ul>		
<b>Accomplishments:</b>	<ul style="list-style-type: none"> <li>• Small Business Saturday Brainstorm</li> <li>• Tybee for the Holidays Discussion and Dates</li> </ul>		
<b>Summary:</b>	<p><b>Small Business Saturday</b></p> <ul style="list-style-type: none"> <li>• Small Business Saturday will be celebrated on November 29, 2025, with a festive Small Business Bingo promotion. Shoppers can pick up a bingo card, collect stamps by visiting participating businesses, and turn in their completed card for a chance to win a prize.</li> <li>• Maggie will post a survey and reach out to local businesses to gauge interest and participation.</li> <li>• Businesses could offer discounts or special offerings on bingo squares, with completed cards turned in at a designated location.</li> <li>• Potential setup locations: The Shoppes at 1207, the Wedding Chapel, or Tybee Oaks.</li> <li>• A gift card is being considered as the prize for the drawing.</li> </ul> <p><b>Tybee for the Holidays</b></p> <ul style="list-style-type: none"> <li>• <u>Christmas Tree</u> <ul style="list-style-type: none"> <li>○ Becky West joined the meeting to share ideas for enhancing the Christmas tree this year. One suggestion was to order approximately 50 wooden ornaments featuring designs such as turtles, mermaids, octopi, starfish, and crabs.</li> <li>○ These ornaments would be sold to organizations, businesses, and locals for \$15–\$20 each, and participants could decorate them at home and return them for display on the tree, with prizes awarded for creativity.</li> <li>○ In addition, the committee discussed incorporating large plastic</li> </ul> </li> </ul>		

	<p>ornaments to help fill in the tree.</p> <ul style="list-style-type: none"> <li>○ Becky offered to check with Carmen at Sand Cat Studios to see if she and her husband could cut the wooden ornaments.</li> <li>○ The goal is to have the ornaments returned to City Hall by November 14.</li> </ul> <ul style="list-style-type: none"> <li>● <u>Tree Lighting</u> <ul style="list-style-type: none"> <li>○ Plans for the annual Tree Lighting were also reviewed. The event is scheduled for Monday, December 1, 2025, at 6:00 PM and will include caroling, local performances, and hot chocolate for attendees.</li> <li>○ Maggie reported that they have found a stage and sound system for the event for \$950.</li> </ul> </li> <li>● <u>Christmas Parade of Lights</u> <ul style="list-style-type: none"> <li>○ The Tybee for the Holidays Parade will take place on Friday, December 12, 2025, at 6:30 PM, beginning at 4th Street.</li> </ul> </li> <li>● <u>Holiday Market</u> <ul style="list-style-type: none"> <li>○ The Holiday Market was also a key topic of discussion. Due to limited funding and volunteer support in previous years, the committee is leaning toward hosting the market as a one-day event on Saturday, December 13, from 11:00 AM to 8:00 PM.</li> <li>○ Planned kids’ activities include a face painter, holiday hair station, crafts, a train ride, and the Ghost Pirates inflatable game.</li> <li>○ To ensure success, outreach will be made to counselors from the Fresh Air Home and others to build a stronger volunteer base, and written materials will be created to encourage community service participation.</li> <li>○ Additional considerations include determining if banners are needed, exploring advertising through a billboard, WTOC, and Facebook, securing space for vendor hospitality (with Dillon to be consulted), allocating more funds for entertainment, and inviting groups such as Tybee Ballet, Studio Savannah, and the TIMA Band.</li> </ul> </li> </ul>
<p><b>Action Items:</b></p>	<ul style="list-style-type: none"> <li>● Christmas Tree <ul style="list-style-type: none"> <li>○ Becky to check with Carmen (Sand Cat Studios) about cutting wooden ornaments.</li> </ul> </li> <li>● Holiday Market <ul style="list-style-type: none"> <li>○ Decide and confirm one-day schedule (Saturday, Dec. 13, 11:00</li> </ul> </li> </ul>

	<p>AM–8:00 PM).</p> <ul style="list-style-type: none"><li>○ Reach out to vendors/partners</li><li>○ Make and post the vendor form</li><li>○ Reach out to the volunteer base</li><li>● Small Business Saturday<ul style="list-style-type: none"><li>○ Reach out to local businesses to confirm participation and offerings.</li></ul></li></ul>
<b>Date of Next Meeting:</b>	October 16, 4:00 PM, Public Safety Building



# Tybee Island Main Street

## committee report

<b>Committee Name:</b>	Design	<b>Date and Time:</b>	August 14, 2025, 2:00 PM
<b>Members Present:</b>	Ron Rimawi, Steve Farace, Dillon Patel, Joy Horn, Maggie Wright		
<b>Observers/ Guests:</b>	Colleen Bozard, Forever Tybee		
<b>Objectives:</b>	<ul style="list-style-type: none"> <li>• Updates on ongoing projects</li> </ul>		
<b>Accomplishments:</b>	<ul style="list-style-type: none"> <li>• Tybrisa Resurfacing Project Update</li> <li>• Pressure Washing</li> <li>• Bike Route Audit</li> </ul>		
<b>Summary:</b>	<p><b>Tybrisa Resurfacing Project:</b></p> <ul style="list-style-type: none"> <li>• The resurfacing project is moving forward. A vendor has been selected and will work with us to keep the project within budget—for example, the City of Tybee Island will purchase the materials tax-free, and the vendor will not upcharge for products.</li> </ul> <p><b>Electrical/ Lighting Project:</b></p> <ul style="list-style-type: none"> <li>• Maggie provided an update on the electrical and lighting project along Butler Avenue and Strand Avenue. The Strand Avenue electrical upgrades are now complete. Wiring has been finished on Highway 80, and lights are in the process of being installed. Public Works will also square up the bricks around the trees to prepare for porous pave. Dillon will share photos of the lights once they are on, and Cassidi is scheduled to receive a demonstration of the lighting app. The committee also raised the question of how these lighting improvements could be extended to Tybrisa Street in the future.</li> </ul> <p><b>GDOT/ Highway 80</b></p> <ul style="list-style-type: none"> <li>• On the subject of GDOT and Highway 80, community meetings are expected soon, and the committee hopes to receive updates and clarity on how Main Street can become more involved in these discussions.</li> </ul> <p><b>Bike Route Audit:</b></p> <ul style="list-style-type: none"> <li>• Dillon created a comprehensive document, while Ron is working on a Google Map version of the route.</li> <li>• The committee discussed finding out who was responsible for the</li> </ul>		

	<p>signage on the south end and mid-island so that new signs can be made for the north end.</p> <p><b>Bike Racks:</b></p> <ul style="list-style-type: none"> <li>• The fish bike racks have all been installed!</li> </ul> <p><b>Pressure Washing:</b></p> <ul style="list-style-type: none"> <li>• DPW will begin pressure washing the south end business district starting September 15.</li> </ul> <p><b>Mural</b></p> <ul style="list-style-type: none"> <li>• The committee also reviewed the concept design for the Tybee Beautification Association mural, and Maggie asked members to email their recommendations to her for consideration.</li> </ul> <p><b>Future Project</b></p> <ul style="list-style-type: none"> <li>• Looking ahead, the group discussed the potential of a utility box wrapping project as a future community art initiative. The committee agreed it would be helpful to research how other cities have managed similar projects to learn best practices.</li> </ul> <p><b>Vacant Building on Butler Avenue</b></p> <ul style="list-style-type: none"> <li>• There was discussion about possibly placing artwork in empty windows to help beautify the area. Ron will check with Wally about city regulations so the committee can include them in the letter, ensuring the owner is aware of what is allowed while reinforcing Main Street’s goal of enhancing the downtown appearance.</li> </ul>
<b>Action Items:</b>	<ul style="list-style-type: none"> <li>• See above.</li> </ul>
<b>Date of Next Meeting:</b>	October 7, 3:00 PM, Public Safety Building



# Tybee Island Main Street

## committee report

<b>Committee Name:</b>	<b>Organization Committee</b>	<b>Date and Time:</b>	<b>9.11.25 10:00 AM</b>
<b>Members Present:</b>	<b>Ansley Howze</b> <b>Maggie Wright</b> <b>Forever Tybee Representative- Melanie Clearman</b>		
<b>Members Present:</b>	<b>Absent:</b> <b>Joy Horn</b> <b>Steve Farace</b> <b>Kelly Swope</b> <b>Liz Hood</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>Photo Booths-</b> <ul style="list-style-type: none"> <li>- The committee is still waiting on the contract from legal review. There was feedback regarding the flood/weather prep for the booth and how that process would be handled. Maggie is following up with the company on the outstanding questions.</li> </ul> <b>New Resident Guide-</b> <ul style="list-style-type: none"> <li>- Committee is good to move forward with a purchase of 150 from the Print Shop for \$562 from last month, Maggie to order next week.</li> <li>- Maggie to price QR code magnets with the Print Shop, Printify, and Gold Leaf for rentals to have digital access to the guide too.</li> </ul> <b>Exit Interviews-</b> <ul style="list-style-type: none"> <li>- It was discussed after reaching out 2 times regarding exit interviews, if the outgoing officer doesn't follow-up, the effort was put in.</li> </ul> <b>Mainstreet Fundraiser Idea-</b> <ul style="list-style-type: none"> <li>- Ansley received the design file this week to price a few design options for a 2025 Christmas Ornament for the committee to review. These</li> </ul>		



# Tybee Island Main Street

## *committee report*

will be sent by email for quick approval.

- We plan to start pre-orders Nov. 1 on the Mainstreet website and Facebook page and sell at the Holiday Market. Ornaments (CHEM art), Postcards, Coffee Mugs

#### **Building Community-**

- Ansley sent Maggie a pull-up banner website to get a banner for the next ribbon cuttings, etc. Maggie will order.
- Main Street t-shirts will be given out at the meeting 9/17 since they weren't in August. Name tags will be available on site for events.

#### **Budget-**

- A budget meeting has been set for Oct. 2.

#### **Nominating Committee-**

- A nominating committee meeting has been set for Oct. 2.

#### **Bylaws-**

- The changes were sent to legal 6+ months back and we are waiting on them for a vote.

#### **Main Street Meet-up-**

- Maggie to do a social media post for restaurants to submit interest in hosting and put it in the Main Street e-blast this month so that a place can be selected for Oct. 28 to begin promoting.
- Suppliers to donate alcohol – restaurant location to help us facilitate that, and bar will be open at location for purchases.
- Committee will set a date at the September Committee meeting.

#### **OLD BUSINESS**

##### **Community Days-**

- Bringing back community days.
- We could unveil each of the district names.
- "Main Street Third Thursday" "Main Street Tybee Tuesday" or something similar, to set up as a very low lift monthly thing. No needs for high staffing. Great sponsorable opportunity.

Meeting ended at 11:00 am.



# Tybee Island Main Street *committee report*

<b>Recommended Next Steps:</b>	<b>See action items above. Actions assigned to report out at next meeting.</b>
<b>Date of Next Meeting:</b>	<b>Oct. 9 at 10 AM at Public Safety Meeting</b>



# Tybee Island Main Street

## *committee report*

<b>Committee Name:</b>	Economic Vitality	<b>Date and Time:</b>	September 8, 2025, 4:00 PM
<b>Members Present:</b>	Maggie Wright, Steve Farace, Bob Matkowski		
<b>Observers/ Guests:</b>	Cilla Shindell, Forever Tybee		
<b>Objectives:</b>	<ul style="list-style-type: none"> <li>• Current projects</li> </ul>		
<b>Accomplishments:</b>	<ul style="list-style-type: none"> <li>• Review of ongoing projects</li> </ul>		
<b>Summary:</b>	<p><b>Turtle Friendly Business Program</b></p> <ul style="list-style-type: none"> <li>• Maggie reached out to Kelly (Kelly and Company Essential Oils) and she would prefer to create a short reel to promote the program rather than hosting a ribbon cutting.</li> <li>• Plans are also underway to coordinate a visit with Joy at Transcendent Treasures.</li> <li>• In terms of structure, the TFBP will now operate as its own separate committee. This group, which includes Tim Arnold, Michelle Owens, Ruthie Wilson, and Maggie Wright, will meet in the coming weeks. Once the new committee's framework is established, an update will be provided on how Main Street will remain involved.</li> </ul> <p><b>Curbside Recycling Program</b></p> <ul style="list-style-type: none"> <li>• In total, 19 businesses have requested recycling buckets at some point.</li> <li>• Those that participated in the final week of August included Sea Wolf, Salt Island, Beachview Inn and Spa, Sand Bar, Riptide, Tybee Post Theater, Marine Science Center, North Beach Bar and Grill, and Farace's.</li> <li>• The program continues to grow as more businesses become engaged in sustainable practices.</li> </ul> <p><b>Shop Local Receipt Program</b></p> <ul style="list-style-type: none"> <li>• The Shop Local Receipt Program officially ended on August 31. A total of 191 receipts were submitted, reflecting \$9,784.06 in reported spending at Tybee businesses.</li> <li>• Feedback from the community was extremely positive, with both locals and visitors taking part.</li> <li>• Gift cards for the program were purchased at Pier 16, Beachview Inn and Spa, A-J's, and Ripe Ingredients (winners chose which Tybee business they wanted a gift card to</li> </ul>		

	<ul style="list-style-type: none"> <li>• The program successfully encouraged shopping local and highlighted the value of supporting island businesses. Because of its success, Main Street plans to continue the program and is considering another round in November or December.</li> </ul> <p><b>Transportation Initiatives</b></p> <ul style="list-style-type: none"> <li>• The committee brainstormed ideas for transportation initiatives, with a focus on off-island options. Resources from Georgia Main Street’s CTS Workbook are being reviewed as part of this planning, and there is interest in connecting this work with the EV committee’s efforts.</li> </ul> <p><b>Business Recruitment</b></p> <ul style="list-style-type: none"> <li>• The committee also explored ideas for business recruitment. There was discussion about the types of businesses Tybee may want to attract, particularly in areas where demand is high but services are limited. Suggestions included conducting a community survey of permanent residents to determine what types of businesses they would use and support.</li> <li>• The goal is to start broad with community input and then narrow the focus to targeted recruitment efforts.</li> </ul>
<p><b>Action Items:</b></p>	<ul style="list-style-type: none"> <li>• <b>TFBP:</b> <ul style="list-style-type: none"> <li>○ Maggie to coordinate a visit with Joy at Transcendent Treasures.</li> </ul> </li> <li>• <b>Curbside Recycling</b> <ul style="list-style-type: none"> <li>○ Spotlighting participating businesses.</li> </ul> </li> <li>• <b>Shop Local Receipt Program</b> <ul style="list-style-type: none"> <li>○ Plan for another round of the program, possibly in November or December.</li> </ul> </li> <li>• <b>Transportation Initiatives</b> <ul style="list-style-type: none"> <li>○ Explore ways to connect transportation planning with EV committee efforts.</li> </ul> </li> <li>• <b>Business Recruitment</b> <ul style="list-style-type: none"> <li>○ Draft a community survey to identify what businesses residents want and would support.</li> <li>○ Highlight existing service-based businesses to showcase their value.</li> </ul> </li> </ul>
<p><b>Date of Next Meeting:</b></p>	<p>October 7, 2025, at 2:00 PM, Public Safety Building</p>