



A G E N D A
MAIN STREET/DDA MONTHLY BOARD MEETING /
ANNUAL PLANNING MEETING
February 18, 2026, at 4:00 PM

Mission & Vision Statements:

The Development Authority/Main Street Program is an inclusive program through the City of Tybee Island that focuses on economic development within the context of historic preservation in a balanced fashion. The Vision of the Program is to improve the quality of life for those that live, work, and visit Tybee Island and enhance the cultural experience while preserving the community's barrier island heritage.

Call to Order

Approval of Minutes

1. January 21, 2026

Financial Report

2. January 2026 Financial Report

Ongoing Business

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

New Business

7. Review of Land Development Code Update, Article 6 Sign Regulations
8. Annual Planning Session
 - a. Review of 2025 Work Plan
 - b. Review of Transformation Strategies
 - c. Goal Setting

Upcoming Meeting Dates- TENTATIVE SCHEDULE

9. Design Committee Meeting: February 19, 2026, 2:00 PM
10. Organization/ EV Committee Meeting: March 12, 2026, 10:00 AM
11. Promotion Committee Meeting: March 12, 2026, 3:00 PM
12. Board Meeting: March 18, 2026, 4:00 PM

Announcements/ Upcoming Events

13. Upcoming Events:

- a. Tybee Island Renegade Pup Crawl: February 28, 1:00 PM - 5:00 PM
- b. Tybee Island City Wide Yard Sale: February 21, 2026, 8:00 AM - 3:00 PM
- c. Mornings with Main Street: March 4, 2026, 10:00 AM – 12:00 PM,
Admiral's Inn
- d. Tour De Art: March 15, 2026, 12:00 PM – 5:00 PM
- e. Tybee Irish Heritage Parade: March 14, 2026, 3:00 PM

14. City Hall Closures:

- a. St. Patrick's Day: March 17, 2026

Adjournment





MINUTES

MAIN STREET/DDA MONTHLY BOARD MEETING

- **Date & Time:** January 21, 2026, 4:00 PM
- **Present:** Charissa Murray, Maggie Wright, Dillon Patel, Ansley Howze, Ron Rimawi, Steve Farace, Laura Hughes, Jane Hall, Ricardo Ochoa, Anna Burgard (via Teams), and Chrissy Campbell (via Teams)
- **Absent:**
- **Observers:** (Forever Tybee), Robyn Rosner (City of Tybee)
- **Location:** Public Safety Building (78 Van Horne Avenue)

Call to Order

Co-Chair Ansley Howze called the meeting to order at 4:05 PM.

Approval of Minutes

November 19 Meeting Minutes

A motion to approve the November 19 meeting minutes was made by Charissa Murray and seconded by Dillon Patel. The motion passed unanimously.

December 10 Meeting Minutes

A motion to approve the December 10 meeting minutes was made by Jane Hall and seconded by Ricardo Ochoa. The motion passed unanimously.

Financial Report

Maggie Wright presented the November financial report for the DDA account.

- Beginning Balance: 31,723.03
- Deposits: 25,342.15
- Withdrawals: 20,728.86
- Ending Balance: 36,336.32

Chair Updates

Co-Chair Anlsey Howze reported there were no chair updates.

Staff Report

Maggie Wright reported that annual assessments were submitted to Georgia Main Street and Main Street America, and the program is currently pending accreditation results. Preparation is underway for the evaluation committee presentation. Maggie Wright, Chair Ansley, and a representative from City leadership will attend the in-person evaluation, with approximately two hours allotted for the presentation.

Maggie also reminded the Board of the upcoming Mornings with Main Street event scheduled for February 4, 2026, from 10:00 AM to 12:00 PM at Sand Cat Coffee. She also gave an overview of upcoming meetings and City Hall closures.

Committee Updates

Promotion Committee

The Promotion Committee reported that Tybee for the Holidays events were well-received, highly organized, and demonstrated strong community engagement. The Tree Lighting, Christmas Parade of Lights, and Holiday Market received positive feedback from attendees and City leadership. The parade benefited from improved logistics at 4th Street and effective use of Memorial Park amenities. The Holiday Market saw increased vendor participation and stronger volunteer support than in previous years, with the Pet Parade and children's activities as highlights. Areas for improvement include vendor placement planning, vendor hospitality, traffic control during breakdown, and better inclusion of Tybrisa businesses.

Polar Plunge was described as the most organized to date, with strong volunteer turnout and media coverage. Ice Skating on the Pier welcomed more than 5,000 participants and may incorporate a small fee in future years to offset costs.

The committee also discussed potential 2026 initiatives, including a spring bicycle decorating contest, Community Day planning, programming tied to America's 250th birthday, and recurring monthly promotional activations such as First Friday, Second Saturday, or Third Thursday events, possibly paired with Movies in the Park.

Design Committee

No updates were reported. The committee will meet on January 22, 2026, at 2:00 PM.

Organization and Economic Vitality Committee

The Committee discussed several administrative and operational updates. A new location is being considered for the Main Street photo booth at the Park of Seven Flags, specifically a paved area across from Pier 16. Landscaping improvements may be made to support placement, and the booth can be relocated if future GDOT plans require adjustments.

Administrative updates included ordering a new pull-up banner for ribbon cuttings, expanding the use of mesh banners for events such as Polar Plunge to improve efficiency, reviewing bylaw revisions based on legal recommendations, and adding Teams access to allow participation in meetings when members cannot attend in person. Maggie Wright is meeting with Tim Arnold regarding Turtle Friendly recertifications, with only two restaurants remaining outstanding.

Additional updates included continuation of the Curbside Recycling program for 2026, with potential fee reductions for consistent participation. The committee discussed exploring the placement of a trash can near the Pier entrance following issues observed at the Tree Lighting. Maggie will follow up with Patricia regarding possible placement using previously funded combined trash and recycling units. Annual Main Street assessments have been submitted at the local and state levels, with an in-person evaluation scheduled for February 11 from 1:00 PM to 3:00 PM.

Adjournment

There being no further business, a motion to adjourn was made by Charissa Murray and seconded by Dillon Patel. The motion passed unanimously. The meeting was adjourned at 4:48 PM.



Tybee Island Main Street

committee report

Committee Name:	Organization/Economic Vitality Committee	Date and Time:	2.12.25 2:04 PM
Members Present:	<p>Ansley Howze Maggie Wright Joy Horn Bob Matkowski Liz Hood Steve Farace</p> <p>Absent:</p> <p>Forever Tybee Representative: Shirley Wright</p>		
Objectives:	<p>Build leadership and strong organizational capacity Ensure broad community engagement Forge partnerships across sectors</p>		
Accomplishments:	<p>Maggie & Ansley did the DCA and office of Downtown Development presentation 2/11/26 and confirmed accreditation.</p>		
Summary:	<p>Savannah UGA SBDC-</p> <ul style="list-style-type: none"> - Opportunity to be a part of the small business summit. May 5 8:30-3:30. Board representative to be a part of this- Joy may be interested. Set-up is May 4 1-3 pm. <p>Photo Booths-</p> <ul style="list-style-type: none"> - The locations have been an issue to date. It was placed in the Park of Seven Flags and there were negative comments. Maggie has talked to the owners of the Carbo House about putting it in the alley way. <p>Mainstreet Fundraiser Idea-</p> <ul style="list-style-type: none"> - The ornaments arrived and were sold at the holiday market. We purchased 250 and have sold 33 to date. - Considering having a booth at the farmers market to sell some! <p>Polar Plunge-</p> <ul style="list-style-type: none"> - 95 t-shirts left (all 2XLs), we'll sell those for \$5 at next year's event. <p>Admin Needs-</p> <ul style="list-style-type: none"> - Ansley sent Maggie a pull-up banner website to get a banner for the 		



Tybee Island Main Street committee report

	<p>next ribbon cuttings, etc. Maggie will order in January.</p> <p>Bylaws-</p> <ul style="list-style-type: none"> - Legal recommendations were brought back to Maggie, she will have a call with Tracy before the board meeting for us to review. Timeline pushed back, so Maggie will follow-up with her in February. <p>Turtle Friendly-</p> <ul style="list-style-type: none"> - All restaurants have been recertified but 1, who is not interested in meeting the requirements at this time. <p>Curbside Recycling-</p> <ul style="list-style-type: none"> - City is continuing for 2026 with hopeful potential for fee reduction for placing consistently participating. <p>GEM Community-</p> <ul style="list-style-type: none"> - We discussed the opportunity to receive GEM status with Georgia Mainstreet. <p>City Survey-</p> <ul style="list-style-type: none"> - Potential for a resident survey to highlight desired business on the island. <p>OLD BUSINESS</p> <p>Meeting ended at 2:35 am.</p>
<p>Recommended Next Steps:</p>	<p>See action items above. Actions assigned to report out at next meeting.</p>
<p>Date of Next Meeting:</p>	<p>March 12 at 10 AM via Microsoft Teams</p>



Tybee Island Main Street

committee report

Committee Name:	Promotion	Date and Time:	February 12, 2026, 3:00 PM
Members Present:	Joy Horn, Charissa Murray, Steve Farace, and Maggie Wright		
Observers/ Guests:	Liz Hood, Visit Tybee		
Objectives:	<ul style="list-style-type: none"> Recap of Holiday Events 		
Accomplishments:	<ul style="list-style-type: none"> Love Local Receipt Program Restaurant Week Dates 		
Summary:	<p>Love Local Receipt Program Launch</p> <ul style="list-style-type: none"> Flyers were distributed to local businesses to promote participation. The program is currently underway for February. Early discussion began regarding refinements for 2027, including reducing the number of winners and expanding the program to multiple months, potentially February, May, August, and November. <p>Tourism and Economic Indicators</p> <ul style="list-style-type: none"> Tourism numbers are trending upward, supported by favorable weather and strong event turnout. Critz Run participation was strong. Tybee Watersports reported positive pre-bookings, indicating healthy visitor demand. <p>Restaurant Week 2026 Dates Established</p> <ul style="list-style-type: none"> The committee confirmed Restaurant Week will take place August 3 through August 17, 2026. <p>2026 Event/ Promotion Ideas:</p> <ul style="list-style-type: none"> <u>Bicycle Decorating Contest for May Bike Month</u> <ul style="list-style-type: none"> Launch a community-wide bicycle decorating contest for businesses and residents. Categories will include both a homeowner and a business winner. Establish voting procedures, deadlines, and prize structure. Assess participation levels before finalizing implementation details. <u>America's 250th Birthday Programming</u> 		

	<ul style="list-style-type: none"> ○ Explore creative activation on the pier in alignment with the 250th anniversary celebration. ○ Consider implementing a Hometown Hero banner project. ○ Frame existing events and programming within the 250th theme rather than creating entirely new standalone events. ● <u>Monthly Promotion Activation: Third Thursday Series</u> <ul style="list-style-type: none"> ○ Develop a recurring Third Thursday activation series from June through October. ○ Ideas: <ul style="list-style-type: none"> ▪ Feature free entertainment such as live acoustic music with a small sound system. ▪ Rotate locations to activate multiple areas including Roundabout, Memorial Park, Tybee Oaks, and the Shoppes at 1207. ▪ Incorporate popup vendors where appropriate
Action Items:	<ul style="list-style-type: none"> ● Continue promoting and monitoring participation in the Love Local Receipt Program. ● Finalize structure and logistics for the May Bicycle Decorating Contest. ● Develop a framework for 250th anniversary branding and programming integration. ● Coordinate early outreach for Restaurant Week 2026.
Date of Next Meeting:	March 12, 2026, 4:00 PM



Tybee Island Main Street committee report

Committee Name:	Promotion	Date and Time:	February 12, 2026, 3:00 PM
Members Present:	Joy Horn, Charissa Murray, Steve Farace, and Maggie Wright		
Observers/ Guests:	Liz Hood, Visit Tybee		
Objectives:	<ul style="list-style-type: none"> Recap of Holiday Events 		
Accomplishments:	<ul style="list-style-type: none"> Love Local Receipt Program Restaurant Week Dates 		
Summary:	<p>Photo Booth</p> <ul style="list-style-type: none"> The committee supported Maggie’s recommendation to place the Main Street photo booth in the Park of Seven Flags. The goal of the project is to create an interactive, photo friendly feature that encourages visitor engagement, social sharing, and activation of the park space. The photo booth is complete and ready for installation, and the park has existing power available, making it an efficient location. Permitting and Installation <ul style="list-style-type: none"> Maggie will complete and submit the required building permit. Community Development has confirmed the unit must be drilled and anchored into the ground to meet hurricane safety requirements. Installation scheduling will occur after permit approval. The City of Tybee Island Public Works Department will assist with drilling and anchoring the unit. DPW will also assist with landscaping cleanup to improve visibility and overall appearance. Activation and Partnerships <ul style="list-style-type: none"> Coordinate with the Tybee Island Visitor Center Mobile Unit for the unveiling. Explore partnership opportunities with nearby businesses, including Pier 16 and Farace’s Finest, for sponsorship, cross promotion, drink specials, or giveaways. 		

- Host an unveiling event or mini ribbon cutting block party to celebrate installation.
- Next Steps
 - Submit building permit.
 - Coordinate installation timeline with DPW and the Photo Booth Company.

Bike Path Recommendations

- The committee discussed the next steps for the bike path improvements. Recommendations will be submitted to DPW. Ron will finalize and submit his complete recommendation by February 15. Topics under consideration include speed bumps, potential breaks in the path, signage coordination, and possible sponsorship opportunities. Cale will confirm who ordered the signage

Trash Cans

- Cale confirmed that additional trash cans remain in storage at DPW. The committee recommended placements.
- Cale indicated these placements can occur soon. The Design Committee will conduct a walkthrough with Cale and DPW to confirm final locations.

North End Focus Group

- The committee discussed hosting a North End focus group to better understand business and community priorities. Potential discussion topics include restroom access, increased events on the North End, additional bike racks, and more trash cans.
- The intent is to present current progress, including bike route improvements, bring stakeholders up to date, and clearly communicate district boundaries. The group will consist of approximately five to seven participants representing a variety of North End businesses.
- Potential invitees discussed include representatives from Kelly and Company, Seaside Sisters, Gallery 80, Tybee Art Gallery, Sea Salt Ceramics, Granny Flounders, Shell Art, Misty Marsh, Latitude 32, Tybee Chiropractor, Huc A Poos, Zunzibar, Chapel by the Sea, and NBBG
- Maggie will send an email to Kelly and Ricardo requesting recommendations for participation.

Action Items:	<ul style="list-style-type: none">● Photo Booth<ul style="list-style-type: none">○ Submit permit, coordinate on installation● Bike Route recommendations<ul style="list-style-type: none">○ Consolidate recommendations and submit● Trash Cans<ul style="list-style-type: none">○ Get a count of trash cans available○ DPW to place available trash cans● Focus Group
Date of Next Meeting:	February 19, 2026, 2:00 PM