



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

**Financial Report**

2. November 2024 Financial Report

**Ongoing Business**

3. Main Street Chair
4. Staff Report
5. Board Updates
6. Committee Updates
  - a. Promotion
    - i. Polar Plunge
  - 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. Turtle-Friendly Business Program
- ii. Sustainability Event
- iii. Commercial Aluminum Recycling Pilot Program
- iv. Sustainability Promotion

## **New Business**

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

7. Design Committee Meeting- 1/7/2024 2:00 PM
8. Organization Committee Meeting- 1/9/24 10:00 AM
9. EV Committee Meeting- 1/8/24 4:00 PM
10. Promotion Committee Meeting- 1/9/24 4:00 PM
11. Board Meeting- 1/15/24 4:00 PM

### **Announcements/ Upcoming Events**

12. Upcoming Events:
  - a. New Year's Eve Fireworks: 12/31/2024
  - b. Polar Plunge: 1/1/2024
  - c. Volunteer Appreciation: 1/21/2024
13. City Hall Closures:
  - d. December 24-25, 2024
  - e. December 31, 2024- January 1, 2025

## **Adjournment**





## **MINUTES**

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

- **Date & Time:** November 18, 2024, 4:00 p.m.  
**Location:** Burke Day Public Safety Building, Conference Room, 78 Van Horne Ave
- **Members Present:** Kelly Swope, Charissa Murray, Tim Arnold, Maggie Wright, Cassidi Kendrick, Ansley Howze, Sarah Bernzott, Ricardo Ochoa, Dillon Patel
- **Absent:** Cate Campbell
- **Observers:** Ruthie Wilson (Forever Tybee)

#### **Call to Order**

- Kelly called the meeting to order at 4:09 p.m.

#### **Approval of Minutes**

- The minutes from the October 16, 2024 meeting were reviewed and approved.
  - Motion to approve: Charissa
  - Second: Sarah

#### **Chair Update**

- **Board Member Nominations:**
  - Four applications were received for the Main Street board vacancies: Ansley Howze, Brett Loehr, Joy Horn, and Jane Hall.
  - The nominating committee recommended Ansley Howze for the voting position and Brett Loehr, Joy Horn, and Jane Hall for the ex-officio positions.
    - **Motion to approve:** Sarah
    - **Second:** Ricardo
  - New board members will be voted on by the City Council at the December 12 meeting and start their term in January.

#### **Staff Report: Maggie**

- **Training:** Maggie reminded board members to complete training to maintain certification; 5 hours required.

## **Financial Update**

- Ricardo provided the financial update.
  - **Beginning balance:** \$24,736.28
  - **Ending balance:** \$25,924.02
  - Expenses mainly for the holiday market and tree lighting.
- Kelly requested financial reports for individual events and to create event-specific budgets.

## **Upcoming Events**

Volunteers are needed for various roles at the upcoming events:

- **Holiday Market:** Volunteers for kids' activities, set up, and breakdown.
- **Christmas Parade:** Additional volunteer help is needed.

## **Upcoming Meetings:**

- Design Committee: 12/10/24, 2:00 p.m.
- Organization Committee: 12/12/24, 10:00 a.m.
- EV Committee: 12/4/24, 4:00 p.m.
- Promotion Committee: 12/12/24, 4:00 p.m.
- Board Meeting: 12/18/24, 4:00 p.m.

## **Committee Reports**

### **Promotions - Maggie**

- **Holiday Events:**
  - Holiday Market:
    - 46 vendors confirmed for the holiday market.
    - Eric Thomas will host a cornhole tournament, need 10 more sets of boards.
    - The Pet Parade will take place from 1:30-2:30 p.m.
    - The Grinch will be making an appearance.

- Event sponsors: Kelly and Company, Tybee Art Gallery, Tybee Island Farmers Market, and Riptide Bar and Grill
- **Parade:** Applications for the Christmas Parade are open.
- **Polar Plunge:** T-shirt design has been finalized and planning is underway.
- **New Year's Eve:** Fireworks planned for midnight.

### **Design - Dillon**

- Contractor secured for wrapping palms for the holidays.
- Review of light strand inventory and follow-up with contractor.
- Installation of Christmas décor scheduled for this Wednesday.
- Discussion on relocating bike racks and trash cans along Butler Avenue and at the 7 Flags area.
- Request for a list of completed tasks and outstanding items.

### **Economic Vitality - Tim**

- **Turtle Friendly Business Program:**
  - Timeka has found grants for a recycling program.
  - Public Works will supply recycling bins for aluminum.
  - Looking for businesses to pilot the program.
  - City manager spoke with Savannah about glass recycling.
  - **Motion** to move forward with the Turtle Friendly Business Program: Charissa.
  - **Second:** Ricardo.
  - All in favor.
- **Kelly's Event Idea:** Organizing an event to teach businesses about the importance of being turtle-friendly, with Sysco interested in bringing vendors.

### **Organization - Ansley**

- **Ansley reported that the Merchant Meeting went well and thanked those that were in attendance.**
- Maggie is recruiting volunteers for the holiday market through social media and the committee is helping through outreach to organizations.
- **Locals Discount Card:** Card valid from Jan 1 - Dec 31 with 12 participating businesses.
- **Volunteer Appreciation Event:** Scheduled for Jan 21 at the Guard House with awards.

- **New Residents Guide:** Still in progress.
- **Fundraising:**
  - The committee would like to buy the rights to the mural on Tybrisa Street by Sky Benson to use for Main Street merchandise to fundraise.
  - **Motion** to purchase the design rights for \$2,000: Dillon.
  - **Second:** Ricardo.
  - All in favor.

### **Upcoming Events**

- **Holiday Market:** 11/30/24, 12:00 p.m. - 6:00 p.m.
- **Tree Lighting Ceremony:** 11/30/24, 6:00 p.m. - 8:00 p.m.
- **Christmas Parade of Lights:** 12/6/24, 6:30 p.m.
- **Tybee Tour de Art:** 12/14/24, 12:00 p.m. - 5:00 p.m.

### **Adjournment**

- The meeting was adjourned at 4:47 p.m.
- **Motion:** Charissa
- **Second:** Ricardo
  - All in favor.



# Tybee Island Main Street

## committee report

<b>Committee Name:</b>	Promotion	<b>Date and Time:</b>	December 12, 2024
<b>Members Present:</b>	Kelly Swope, Cate Campbell, Charissa Murray, Cassidi Kendrick, Maggie Wright, Joy Horn		
<b>Observers/ Guests:</b>	Forever Tybee representative		
<b>Objectives:</b>	<ul style="list-style-type: none"> <li>• Polar Plunge Planning</li> <li>• Holiday Market Review</li> </ul>		
<b>Accomplishments:</b>	<ul style="list-style-type: none"> <li>• Emcee and DJ confirmed</li> <li>• Event sponsors confirmed</li> <li>• Volunteer roles identified</li> <li>• Plans for Gangs of Goofs</li> </ul>		
<b>Summary:</b>	<p><b>Polar Plunge</b></p> <ul style="list-style-type: none"> <li>• Discussed emcee and DJ, Monty Parks.</li> <li>• Confirmed sponsors for the event: Tybee Beach Vacation Rentals, Kelly and Company, Surf Song Bed and Breakfast, The Carr Family, and The Irritable Pelican.</li> <li>• Volunteers are needed for the event: <ul style="list-style-type: none"> <li>○ T-Shirt Sales (9:30 AM- 2:00 PM)</li> <li>○ Gang of Goofs Wranglers (10:00 AM - 11:15 AM)</li> <li>○ Gang of Goofs Registration (9:00 AM - 10:30 AM)</li> <li>○ Set-Up (9:00 AM - 10:00 AM)</li> <li>○ Breakdown (12:00 PM - 2:00 PM)</li> </ul> </li> <li>• Signage <ul style="list-style-type: none"> <li>○ Maggie will work on designing an overhead banner</li> <li>○ Maggie will do an inventory of the directional signs we already have.</li> </ul> </li> <li>• Gangs of Goofs <ul style="list-style-type: none"> <li>○ Discussed having a representative from each sponsorship as the judges.</li> <li>○ There will be early and day-of registration.</li> <li>○ A cash prize will be awarded to the winner</li> <li>○ Maggie will get the trophy from Doc's Bar before the event.</li> </ul> </li> <li>• Updates required for online t-shirt ordering.</li> </ul>		

	<ul style="list-style-type: none"> <li>○ Pickup details</li> <li>○ Add event description on Home page</li> <li>• Event documentation binders will be created for future reference.</li> <li>• All members agreed to assist with contacting resources for volunteers, donations, and sponsorships.</li> <li>• Maggie will boost the Facebook event for more exposure.</li> </ul> <p><b>Volunteers and Sponsorships</b></p> <ul style="list-style-type: none"> <li>• Focus for 2025: Begin recruiting volunteers and sponsors at the start of the year.</li> </ul> <p><b>Holiday Market Vendor Communication and Feedback</b></p> <ul style="list-style-type: none"> <li>• A survey will be distributed to vendors to gather feedback for improving future markets.</li> </ul> <p>An overview of the Holiday Market and Christmas Parade was discussed, and feedback was provided by all members to identify successes and areas for improvement.</p>
<b>Action Items:</b>	<ul style="list-style-type: none"> <li>• Maggie to design an overhead banner.</li> <li>• Maggie to complete an inventory of existing directional signage.</li> <li>• Maggie to retrieve the Gang of Goofs trophy from Doc’s Bar.</li> <li>• Updates to online t-shirt ordering: <ul style="list-style-type: none"> <li>• Add pickup details.</li> <li>• Include event description on the homepage.</li> </ul> </li> </ul>
<b>Date of Next Meeting:</b>	TBA



# Tybee Island Main Street committee report

<b>Committee Name:</b>	Design	<b>Date and Time:</b>	December 10, 2024
<b>Members Present:</b>	Dillon Patel, Ron Rimawi, Maggie Wright, and Cassidi Kendrick		
<b>Observers/ Guests:</b>			
<b>Objectives:</b>	<ul style="list-style-type: none"> <li>• Tree wrapping update</li> <li>• Discuss balancing the committee's efforts across the island.</li> </ul>		
<b>Accomplishments:</b>	The meeting focused on tree wrapping, pressure washing, and other future projects, with action items for completing these tasks.		
<b>Summary:</b>	<p><b>Tree Wrapping Overview</b></p> <ul style="list-style-type: none"> <li>• Several trees are out at the roundabout and Park of 7 Flags due to no power.</li> <li>• Info Hut: 4 trees are out but have the new light strands.</li> <li>• Anchor at the Curve: 2 trees are out, and 3 are working.</li> <li>• Welcome Sign: Evan from Window Genie will return to complete the wrapping.</li> <li>• Action Items:</li> <li>• Ron will contact Evan to pick up the remaining lights and coordinate finishing the installation.</li> <li>• The committee discussed the possibility of keeping the tree lights up year-round.</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> <li>• Proposal: Aim to have DPW clean once a year and hire a contractor for an additional annual cleaning.</li> </ul>		

### **Bike Racks and Garbage Cans**

- The committee discussed relocating some bike racks and garbage cans allocated for Tybrisa Street.
- Action Item: Update the map to reflect the proposed changes.

### **Meetings with DNR and Parks & Recreation**

- Plan to meet with Deb from DNR and a representative from the County's Parks and Recreation Department at the beginning of the year.

### **Sidewalk Café and Merchandise Display Permit**

- The committee will review the current permit, which allows businesses to expand their storefronts into the City's right-of-way on the sidewalk.
- The permit is currently free.
- Action Item: Meet with Patricia Sinel to review the permit and discuss potential changes.

### **Park of 7 Flags**

- Key goals for the park include:
  - Making the sidewalk more functional.
  - Waiting for GDOT plans to be confirmed before proceeding.
  - Adding a train or platform to activate the area.
  - Creating an "Instagrammable moment" for visitors.
  - Plans should integrate well and align with the overall vision for the park.

### **Balanced Efforts Across the Island**

- Arts & Entertainment
  - Public bathrooms.
  - Increased activation in the area.
- Efforts should be extended to the North End of the Island.
- Recognized that Main Street's boundaries include the entire island.
- Enhancing the curve and maritime districts.
- Making the island more bikeable and showcasing connectivity.
- Connecting commercial districts.
- Advancing the wayfinding signage plan.

### **Wayfinding Signage Plan**

	<ul style="list-style-type: none"> <li>• Estimated cost: \$170,000–\$300,000, depending on the scope of work and signage design.</li> <li>• The plan would need to be implemented in phases.</li> </ul> <p><b>Discussed electrical/lighting improvements along Hwy 80 in the South Beach Business District:</b></p> <ul style="list-style-type: none"> <li>• Staff will be handling this entire process.</li> <li>• Considered hardwiring lights into sidewalks instead of using outlets.</li> <li>• Proposed ring lights at the base of trees as a permanent lighting solution, which would operate on a photocell.</li> <li>• Action Item: Staff will ensure everything is cleared with finance before opening an RFP.</li> </ul> <p><b>City and Main Street Budgeting Process</b></p> <ul style="list-style-type: none"> <li>• The committee discussed the budgeting processes for both the City and Main Street to ensure alignment with project priorities.</li> </ul>
<b>Action Items:</b>	<p>Tree Wrapping:</p> <ul style="list-style-type: none"> <li>• Ron will contact Evan from Window Genie to pick up remaining lights and coordinate the completion of the tree wrapping at the Welcome Sign.</li> </ul> <p>Pressure Washing:</p> <ul style="list-style-type: none"> <li>• Coordinate with DPW to schedule the annual pressure washing using eco-friendly cleaner.</li> <li>• Work with contractors to schedule an additional annual pressure washing.</li> </ul> <p>Bike Racks and Garbage Cans:</p> <ul style="list-style-type: none"> <li>• Update the map to reflect the proposed relocation of bike racks and garbage cans on Tybrisa Street.</li> </ul> <p>Sidewalk Café and Merchandise Display Permit:</p> <ul style="list-style-type: none"> <li>• Meet with Patricia Sinel to review the current sidewalk café and merchandise display permit and discuss potential changes.</li> </ul>
<b>Date of Next Meeting:</b>	TBA



# Tybee Island Main Street

## committee report

<b>Committee Name:</b>	<b>Organization Committee</b>	<b>Date and Time:</b>	<b>12.12.24 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>Holiday Market was held 11/30/24</p>		
<b>Summary:</b>	<p><b>Holiday Market Wrap-up-</b></p> <ul style="list-style-type: none"> <li>- The group discussed building an annual sponsorship packet for next year and that falling under this committee.</li> <li>- Maggie will reach out to webinar contact for her copy.</li> <li>- Annual opportunities include: Holiday Market, Polar Plunge, Labor Day Beach Bash, Holiday Parade. Other opportunities could include bench sponsorship, etc.</li> <li>- Several volunteers that signed up did not show up. Looking to next year, we have the list of those who showed up and hope to start soliciting earlier.</li> </ul> <p><b>Christmas/Holiday Décor-</b></p> <ul style="list-style-type: none"> <li>- Kelly shared an idea of sponsorship to Holiday Décor on the island based on a Facebook post interest she'd seen.</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> </ul>		



# Tybee Island Main Street

## *committee report*

- Next steps to include solidifying final non-profits and recruiting businesses to have at least 12 on the card.
- For restrictions and information, the committee discussed having a QR code to scan to our Mainstreet Website that has full details.
- Kelly to share with the board the locals card vs. discount card discussion to ensure we're marketing to the intended audiences.

### **New Resident Guide-**

- "Tips from a local" idea will be added.
- Maggie shared a rough draft of the resident guide. The draft looked great and the committee will review by email by the January meeting.
- Hope to share to City Council by February Meeting.

### **Bylaws-**

- 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.

### **Volunteer Appreciation Event-**

- Jan. 21 at 5 pm at the Guard Shack (reservation confirmed until 10 pm)
- Paper plate awards
- Maggie to confirm catering with same menu from Oakie's from Merchant Meet-up to keep in line with the same budget.
- Easy photo booth- Kelly has cute backdrop wall, Maggie/Ansley to finalize Canva designs for props- print and attach to popsicle sticks

### **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.
- Purchase was approved by the Board. Additional discussions need to occur to finalize implementation.
- Start with the welcome sign portion Christmas ornament.

### **OLD BUSINESS**

#### **Photo Booths-**

- Find out how many are on Tybee (Admirals Inn, Salty Pelican, Hucapoos).



# Tybee Island Main Street *committee report*

	<p>- Would one do well for a fundraising element in city owned places?</p> <p>Meeting ended at 11:04 am.</p>
<p><b>Recommended Next Steps:</b></p>	<p>See action items above. Actions assigned to report out at next meeting.</p>
<p><b>Date of Next Meeting:</b></p>	<p>Jan. 9 10 AM in Public Safety Conference Room</p>



# Tybee Island Main Street

## *committee report*

<b>Committee Name:</b>	Economic Vitality	<b>Date and Time:</b>	December 4, 2024, 4:00 PM – 4:40 PM
<b>Members Present:</b>	Maggie Wright, Timeka Shannon, Tim Arnold, Bob Matkowski, and Kelly Swope		
<b>Observers/ Guests:</b>	Beth Reed, Citizen and Cilla Shindell, Forever Tybee Observer		
<b>Objectives:</b>	<ul style="list-style-type: none"> <li>• Update on Commercial Aluminum Recycling Pilot.</li> <li>• Discuss next steps for the revised Turtle-Friendly Business Program.</li> <li>• Explore ways to promote business sustainability efforts through Main Street channels.</li> <li>• Provide updates on the State of Georgia Solid Waste Trust Fund Grant.</li> </ul>		
<b>Accomplishments:</b>	<ul style="list-style-type: none"> <li>• Commercial Aluminum Recycling Pilot tasks assigned for ways the committee and Main Street can be involved</li> <li>• Turtle-Friendly Business Program next steps.</li> <li>• Solid Waste Trust Fund Grant Update</li> <li>• Promotion discussion</li> </ul>		
<b>Summary:</b>	<p>Maggie Wright reported that the Board approved new criteria for the expanded turtle-friendly business program on Nov. 18.</p> <p><b>Commercial Aluminum Recycling Pilot:</b></p> <ul style="list-style-type: none"> <li>• Timeka Shannon, Sustainability Coordinator, announced the city’s new Commercial Curbside Aluminum Recycling Pilot, funded by Public Works. The 90-day program (January-March) targets businesses with high aluminum waste.</li> <li>• Timeka, Bob Matkowski, and Tim Arnold will notify participants, provide guidelines, and encourage involvement. The program is free, and potential incentives (e.g., compactor fee discounts) are being explored for a permanent rollout.</li> <li>• Tim noted the timing aligns with the turtle-friendly program, which includes recycling criteria. Public Works will measure results using four years of historical recycling data.</li> </ul>		

	<p><b>Solid Waste Trust Fund Grant Update:</b></p> <ul style="list-style-type: none"> <li>• Timeka shared updates on the State of Georgia Solid Waste Trust Fund grant proposal for recycling extruded polystyrene foam (Styrofoam) items like boogie boards and coolers. These items can be recycled if stripped of metal, rope, or fabric. Tim emphasized the importance of recycling boogie boards, as their breakdown scatters harmful foam beads into the environment. The grant proposal includes a densifier to compact the material.</li> </ul> <p><b>Turtle-Friendly Business Program:</b></p> <ul style="list-style-type: none"> <li>• Tim Arnold reported ongoing work to relaunch the program in January-February, focusing on ease, cost-effectiveness, and minimal time commitment for businesses. The committee proposed a supplier event at the Marine Science Center (mid-February) to showcase products and pricing. Tim will coordinate dates, Bob will contact Cisco, and Timeka will reach out to U.S. Foods. Maggie and Timeka will continue seeking grants to support the program.</li> </ul> <p><b>Promotions and Sustainability:</b></p> <ul style="list-style-type: none"> <li>• The committee discussed promoting sustainability efforts via Main Street’s newsletter and social media. Maggie reported strong engagement with the latest newsletter (556 recipients, 333 opens) and encouraged members to share ideas. Promoting sustainable businesses supports Tybee’s branding as an eco-friendly island.</li> </ul>
<p><b>Action Items:</b></p>	<ul style="list-style-type: none"> <li>• <b>Commercial Aluminum Recycling Pilot:</b> <ul style="list-style-type: none"> <li>○ Timeka Shannon, Tim Arnold, Bob Matkowski: Contact businesses with high aluminum waste to provide program details and educational materials.</li> </ul> </li> <li>• <b>Turtle-Friendly Business Program Launch:</b> <ul style="list-style-type: none"> <li>○ Tim Arnold: Contact the Marine Science Center to schedule a supplier event.</li> <li>○ Bob Matkowski: Reach out to Cisco regarding participation.</li> <li>○ Timeka Shannon: Contact U.S. Foods for involvement.</li> </ul> </li> <li>• <b>Promotion:</b> <ul style="list-style-type: none"> <li>○ Including business sustainability events and success stories in newsletter and on social media</li> </ul> </li> <li>• <b>Grant Update:</b> <ul style="list-style-type: none"> <li>○ Timeka Shannon: Continue monitoring and responding to</li> </ul> </li> </ul>

	requests for information regarding the Solid Waste Trust Fund Grant.
<b>Date of Next Meeting:</b>	