



A G E N D A
MAIN STREET/DDA MONTHLY BOARD MEETING
April 16, 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. March 26, 2025, Meeting Minutes

Financial Report

2. March 2025 Financial Report

Ongoing Business

3. Main Street Chair
 - a. Board Member Nominations (VOTE)
4. Staff Report
5. Board Updates
6. Committee Updates
 - a. Promotion
 - i. Annual Sponsorship Program (VOTE)
 - ii. Restaurant Week
 - iii. Tybee for the Holidays (VOTE)
 - b. Design
 - i. Pier Projects
 - ii. Pressure Washing
 - iii. Park of 7 Flags
 - c. Organization
 - i. Exit Interviews

- ii. Annual Sponsorship Program
- iii. Merchant Meetings
- iv. Fundraiser
- v. New Resident Guide
- vi. Budget
- vii. Bylaws
- d. Economic Vitality
 - i. Turtle Friendly Business Program
 - ii. Work Plan

New Business

Upcoming Meeting Dates- TENTATIVE SCHEDULE

- 7. Design Committee Meeting- May 8, 2025, 4:00 PM
- 8. Organization Committee Meeting- May 8, 2025. 10:00 AM, City Hall
- 9. EV Committee Meeting- May 13, 2025, 3:30 PM, City Hall
- 10. Promotion Committee Meeting- May 15, 2025, 4:00 PM
- 11. Board Meeting- May 21, 2025, 4:00 PM

Announcements/ Upcoming Events

- 12. Upcoming Events:
 - a. Earth Day Beach Clean-up- April 22, 2024, 10:00 AM – 11:30 AM
 - b. Farace's Finest Ribbon Cutting and Turtle-Friendly Certification Event- April 24, 2025, 4:00 PM
 - c. SCAD Sand Arts Festival- May 2, 2025
 - d. Tybee HPC Trolley Tour of Homes- May 3, 2025
 - e. Beach Bum Parade- May 16, 2025, 6:30 PM
- 13. City Hall Closures:
 - a. April 18, 2025, 12:00 PM – 5:00 PM

Adjournment





MINUTES MAIN STREET/DDA MONTHLY BOARD MEETING

- **Date & Time:** March 26, 2025, 4:00 PM
- **Present:** Charissa Murray, Kelly Swope, Sarah Bernzott, Jane Hall, Dillon Patel, Joy Horn, Ansley Howze (via Teams), and Maggie Wright
- **Absent:** Brett Loher, Ricardo Ochoa
- **Observers:** Ruthie Wilson (Forever Tybee)
- **Location:** Burke Day Public Safety Building, Conference Building, 78 Van Horne Ave

Call to Order

The meeting was called to order by Kelly Swope at 4:30 PM

Financial Update

Maggie presented the February 2025 financial report. The City Operating Budget stood at \$2,396.19, while the South Beach District- City Operating Budget had \$1,560.00. The DDA Account began with a balance of \$36,166.74, with deposits and credits totaling \$1,267.04 and withdrawals and debits amounting to \$4,130.29, leaving an ending balance of \$33,303.49. Maggie and Ricardo will collaborate to develop a DDA budget, which will allow for a more detailed financial report outlining specific line items for revenue and expenditures.

Staff Report

Maggie shared that the Main Street program remains accredited and in good standing with Main Street America. The Annual Self-Assessments for both the National Main Street Program and Georgia Main Street were submitted in January, and she is still awaiting results from Georgia Main Street. Sarah noted that previous feedback had suggested the need for a succession plan, and Kelly expressed her desire for the program to regain its GEMS (Georgia Exceptional Main Street) status. Maggie reminded the board members of their requirement to complete five training hours annually and stated that she shares opportunities via newsletter and will work on compiling a spreadsheet. She also invited contributions for the YMCA City-Wide Easter Egg Hunt prize baskets, with a deadline of April 2 for prize collection.

Approval of the Minutes

Dillon joined the meeting, establishing a quorum, allowing Kelly to revisit the meeting minutes. Kelly called for a motion to approve the February 11, 2025, Annual Planning Meeting summary. Charissa motioned for approval, Sarah seconded, and the motion passed unanimously.

Chair Updates

Kelly addressed the need for a nomination committee following Cate Campbell's resignation from her position as a voting member. She also noted that both she and Sarah would be rolling off the board in June. Volunteers for the nomination committee included Charissa, Dillon, and Sarah, with the final committee consisting of Kelly, Maggie, Charissa, Dillon, and Sarah. Kelly called for a motion to approve the nominating committee, which Charissa moved, Sarah seconded, and the motion passed unanimously. Kelly also reminded ex-officio members that they could submit applications for the voting member position.

Committee Reports

Promotions

Maggie provided an update on the Promotion Committee. She presented the first draft of the Main Street annual sponsorship program, with sponsorship levels ranging from Premier (\$5,000) to Supporter (\$250), offering incentives for sponsoring Main Street events. The committee responded positively, but the board had an extensive discussion on how businesses could determine their return on investment. It was decided to move the vote on the sponsorship packet to the next board meeting for further discussion. The Restaurant Week recap highlighted lower participation, prompting the committee to consider shifting the event to August. Additionally, the Holiday Market feedback suggested consolidating the Holiday Market, Tree Lighting, and Parade into a weekend-long "Tybee for the Holidays" event. Charissa proposed keeping the Christmas Parade on Friday, with the market and tree lighting on Saturday, and the market continuing on Sunday. The vote on this matter was also deferred to the next meeting.

Design

In the Design Committee update, Maggie shared that efforts are underway to replace the white rock in the parking islands and tree surrounds on Tybrisa Street. The committee is now considering bonded rubber products as a replacement, which has received approval from Community Development. Other projects include installing the dolphin bike rack at the base of

the pier, scheduling pre-season pressure washing with DPW and exploring post-season contractor options, and addressing safety concerns at the Park of Seven Flags. The committee also reviewed its 2025 goals from the Annual Planning Meeting. Kelly appointed Dillon as the new Design Committee Chair.

Organization

The Organization Committee reported on exit interviews conducted with recent board member resignations. Based on feedback, a one-sheet will be developed to share with prospective board members. Instead of hosting Lunch & Learn/Merchant Meet-Ups, the committee plans to distribute packets with a window cling, a sponsorship packet, and a promotional giveaway to engage businesses. A future breakfast meet-up was proposed, with Wednesday mornings suggested as optimal for restaurant owners. For fundraising, Maggie confirmed that the artwork usage agreement was approved by City Council, and the next steps involve uploading materials to the website and printing. The Organization Committee has also planned a DPW Appreciation Lunch for April 7 at the Guard House and requested volunteers for setup.

Economic Vitality

Maggie provided updates for the Economic Vitality Committee on the TIMA mural proposal, which will require recommendations from both Main Street and the Historic Preservation Commission. The committee is working on the Sustainability Master Plan, with Timeka leading the draft. Patricia Sinel will now oversee the Solid Waste Trust Fund Grant. Discussions on the Turtle Friendly Business Program included potential financial incentives and efforts to recruit new participants while recertifying existing ones. To promote the program, Maggie has been running a weekly “sustainability spotlight” featuring participating businesses. Timeka hopes to continue the Curbside Aluminum Recycling Pilot Program through the busy summer season and will meet with the City Manager to discuss logistics.

Upcoming Meetings:

- Design Committee: April 3, 2025, 3:00 PM
- Organization Committee: April 10, 2025, 10:00 AM, City Hall
- Economic Vitality Committee: April 8, 2025, 4:00 PM, City Hall
- Promotion Committee: April 10, 2025, 4:00 PM
- Board Meeting: April 16, 2025, 4:00 PM

Upcoming Events:

- Back River Beach Cleanup: March 30, 2025, 5:30 PM
- Sidewalk Chalk Art Fest (Shoppes at 1207): April 12, 2025, 11:00 AM – 3:00 PM
- Savannah Parrot Head Club Lupus Open Par-Tee: April 12-13, 2025
- Tybee Tour De Art: April 13, 2025, 12:00 PM

Adjournment

Kelly called for a motion to adjourn the meeting. Dillon motioned, Charissa seconded, and all were in favor. The meeting was adjourned at 5:14 PM.

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

Main Street- City Operating Budget

Line item	Expense Amount	Description
Main Street Operations	\$50.00	Main Street Community Management System
HPC	\$250.00	National Trust for Historic Preservation
HPC	\$95.00	National Trust for Historic Preservation
Main Street Operations	\$75.00	Monthly Email Newsletter Program
Main Street Operations	\$.99	Work Phone Icloud Storage
Travel	\$25.08	Cassidi GDA Travel-Food
Travel	\$8.63	Cassidi GDA Travel-Food
Travel	\$11.90	Cassidi GDA Travel-Food
Travel	\$16.59	Cassidi GDA Travel-Fuel
Travel	\$25.36	Cassidi GDA Travel-Fuel
Travel	\$8.00	Cassidi GDA Travel-Fuel
Travel	\$114.21	Cassidi GDA Travel-Lodging
Travel	\$195.71	Cassidi GDA Travel-Rental Car
Main Street Operations	\$720.00	Social Media Management System
Advertising	\$300.00	Billboard Advertisement- HPC
TOTAL \$ 1,896.47		

South Beach District- City Operating Budget

Line item	Expense Amount	Description
TOTAL: \$0.00		

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

DDA Account	
Beginning Balance	\$33,303.49
Deposits/Credits	\$1,743.07
Withdraws/Debits	\$11,098.11
Ending Balance	\$23,948.45

DDA Account		
	Expense Amount	Description
Withdrawal/Debit	\$88.00	Square POS System Subscription
Withdrawal/Debit	\$2,300.00	Lamar Billboard Agreement Payment
Withdrawal/Debit	\$49.31	Maintenance Fee
Withdrawal/Debit	\$1,745.41	Polar Plunge Sales Tax
Withdrawal/Debit	\$464.39	Reimbursement for Holiday Market
Withdrawal/Debit	\$3,950.00	HPC Funds from Trolley Tours/ Sponsorship
Withdrawal/Debit	\$500.00	WRHQ Restaurant Week Advertisement
Withdrawal/Debit	\$2,000.00	Mural Artwork Usage Agreement
Deposits/ Credit	\$850.00	Deposit (Billboard & Restaurant Week payments)
Deposits/ Credit	\$289.80	Morning Break Payment
Deposits/ Credit	\$313.45	Billboard Program Payment
Deposits/ Credit	\$289.80	Morning Break Payment



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. 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.

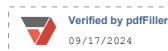
To my understanding this program supports the appearance, events, operations, funding and community outreach revolving around Main Street. I believe they help facilitate and find unique and diverse ways to promote tourism for the overall financial success of the Island.

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.



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: RON RIMAWI Area(s) of Interest: Helping improve Tybee experience
Address: 1207 LOVELL AVE
Phone Number: 470-519-8118 Previous Experience: Business owner for 30 years, degreed engineer property owner on Tybee since 2009.
Email Address: ronrimawi@outlook.com

Why are you interested in joining the Main Street Program for the City of Tybee Island?
• Add my time and skills to help Main Street Tybee achieve its goals.
• Improve experience on Island for residence and visitors.
• Improve property values.

What do you believe is the most important aspect of the role that the Main Street Program plays for the community and the City?
Catalyst to community/city's overall experience for life on the Island for residence + visitors. Increase awareness of Tybee to rest of the nation/world.

Explain your understanding of the Main Street Program specifically on Tybee Island.
Work to assist city to achieve its goals through providing additional manpower to the causes.

Please share any relevant knowledge or career experience you have that would be beneficial to the board:
• Construction Knowledge • Interests in preserving Tybee
• Financial experience and skills
• Business ownership
• Property ownership on Tybee

- 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

RON RIMAWI Printed Name [Signature] Signature 11/22/23 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. Applicants are encouraged to attend a Main Street meeting as part of the application process.

Name: Steve Farace Area(s) of Interest: Economic Growth
Address: 1605 Inlet Ave
Phone Number: 404.643.1233 Previous Experience: SweetWater Brewery
Email Address: Steve@FaracesFinest.com

Why are you interested in joining the Main Street Program for the City of Tybee Island?
Would love to be part of the future growth of Tybee in relation to business interests
and community building for residents to enjoy the island and its long term success

What do you believe is the most important aspect of the role that the Main Street Program plays for the community and the City?
Helping ensure the city takes the necessary steps with community best interest in mind
to lead economic development for the city as well as be a destination for the region


Explain your understanding of the Main Street Program specifically on Tybee Island.
The main street program is a revitalization effort for Tybee Island with an eye toward historic
preservation. Key efforts of the program should be organization, promotion, economic
development and design to enhance and growth the Tybee community

Please share any relevant knowledge or career experience you have that would be beneficial to the board:
Helped build a small business into a national brand at SweetWater Brewery. Developed
community programs with various non profit partners to give back both financially as well as
help them communicate their mission, vast experience with public speaking, and former
board member at Camp Twin Lakes

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

Steve Farace
Printed Name


Signature

3-26-25
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. Applicants are encouraged to attend a Main Street meeting as part of the application process.

Name: Anna Marlis Burgard
Address: PO Box 2027 Tybee Island GA 31328
Phone Number: 912-344-8705
Email Address: anna.hyle@gmail.com

Area(s) of Interest: Marketing, events, new business development
Previous Experience: SCAD Director of Industry Partnerships, Publishing, Art direction, editing, marketing, strategic partnerships, photography, writing—and 20+ year active resident

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

I've always thought of myself as a Tybee ambassador—this would make it more formal and allow me to contribute through my directly-applicable professional skills and knowledge about the island after living here for 20+ years, and helping out in many ways. I love the island, its people, its ecosystems and animals and have worked to protect all in various ways.

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

Engaging with residents, business owners and visitors, by creating events, communicating, contributing toward the cultural, environmental and fiscal wellbeing of the island. Making Tybee attractive to homeowners and guests and businesses, keeping it safe and healthy in all ways. Original thinking, guidance and stewardship!

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

Your vision statement says it best: "...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—achievable through the Director's commitment to the National Main Street Four-Point Approach® of historic preservation-based economic development that balances design, business assistance, promotion, and organization with established committees and partners that represent each point." Amen!

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

Seasoned and successful creative development and business development professional for more than 30 years. Long term resident. Expert on US islands as author and photographer for Islands of America (www.islandsofamerica.com) and many publications from NatGeo to Garden & Gun to Parade. Event planning, communications/marketing, entrepreneurial business and strategic partnership development and management, writing, and photography skills.

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

Anna Marlis Burgard
Printed Name

Signature

April 7, 2025
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.



Tybee Island Main Street

committee report

Committee Name:	Promotion	Date and Time:	March 6, 2025, 4:00 PM
Members Present:	Maggie Wright, Jane Hall, Charissa Murray, Joy Horn		
Observers/ Guests:	Theresa Maene, Forever Tybee		
Objectives:	<ul style="list-style-type: none"> • Annual Sponsorship Packet Feedback • Restaurant Week Discussion • Holiday Events Discussion 		
Accomplishments:	<ul style="list-style-type: none"> • Main Street Annual Sponsorship Packet • Tybee Island Restaurant Week 2025 • Tybee for the Holidays Dates 		
Summary:	<p>Annual Sponsorship Packet:</p> <ul style="list-style-type: none"> • Maggie presented the first draft of the Main Street annual sponsorship program. The sponsorship levels will range from Premier (\$5,000) to Supporter (\$250), offering various incentives for sponsoring Main Street events throughout the year, including the Holiday Market and Tree Lighting, the Christmas Parade of Lights, the Polar Plunge, and Tybee Island Restaurant Week. • The committee gave feedback on the packet. Maggie will make the suggested changes and send the updated packet out to the committee and the board. The board will vote on the updated packet at the April board meeting. <p>Additional Events:</p> <ul style="list-style-type: none"> • The committee discussed bringing back some additional events, including movies in the park and community day. <p>Restaurant Week Recap:</p> <ul style="list-style-type: none"> • The committee discussed moving the event to August to increase participation. This timing would still capture the tourism market while potentially attracting more restaurants to join. <p>Tybee for the Holidays</p> <ul style="list-style-type: none"> • The committee agreed that the Holiday Market, Tree Lighting, and Parade should be moved to one weekend in December, creating a "Tybee for the Holidays" weekend-long event. This would encourage 		

	<p>more participation, separate Small Business Saturday, and attract overnight visitors. This will be presented for board approval at the</p> <ul style="list-style-type: none"> • <u>The committee decided on the first weekend in December (December 5-7, 2025). The Main Street board will vote on the date change at the April board meeting.</u> <ul style="list-style-type: none"> ○ Friday: tree lighting ○ Saturday: holiday market and parade ○ Sunday: holiday market • Additionally, the committee decided that the market should be located in one area, in the 17th Street parking lot. <p>Small Business Saturday</p> <ul style="list-style-type: none"> • The committee discussed ideas for how to make Small Business Saturday a bigger event to encourage shopping on Tybee Island. • Some ideas included: chocolate walk, filling a shopping passport, showcasing businesses leading up to Small Business Saturday, welcome tent with Small Business Saturday swags, and a hot cocoa trail.
Action Items:	<ul style="list-style-type: none"> • Revise annual sponsorship packet • The committee will present the "Tybee for the Holidays" weekend plan (December 5–7, 2025) to the board for approval at the April meeting. • The committee will continue developing Small Business Saturday plans.
Date of Next Meeting:	May 15, 2025, 4:00 PM



Tybee Island Main Street committee report

Committee Name:	Design	Date and Time:	April 3, 2025, 3:00 PM
Members Present:	Ron Rimawi, Dillon Patel, Maggie Wright		
Observers/ Guests:	Bob Matkowski, Forever Tybee		
Objectives:	<ul style="list-style-type: none"> • Updates on ongoing projects 		
Accomplishments:	<ul style="list-style-type: none"> • Tybrisa Turf Project Update • Pier Projects: The dolphin bike rack will be placed near the information hut. • Pressure Washing • Park of 7 Flags 		
Summary:	<p>Pier Bike Rack Location:</p> <ul style="list-style-type: none"> • Maggie is coordinating with the Department of Public Works (DPW) for the installation of a bike rack near the pier. A layout has been sent to DPW, Community Development, and the Department of Natural Resources (DNR) for review. Care is being taken to ensure the bike rack and bikes will not overlap with the sidewalk or obstruct pedestrian traffic. <p>Pressure Washing:</p> <ul style="list-style-type: none"> • DPW plans to pressure wash high-traffic areas—including 14th Street on Butler, down Tybrisa, and the strand to Fannie’s—before the Beach Bum Parade on May 16. • The committee discussed using a contractor at another time of year for additional cleaning. <p>Park of Seven Flags – Sidewalk Update:</p> <ul style="list-style-type: none"> • Maggie reported that Pete from DPW stated there is no easy solution for the sidewalk issue at the Park of Seven Flags, but adding a sidewalk on the south side of the park is a possible improvement. <p>Tybrisa Gravel Replacement Project:</p> <ul style="list-style-type: none"> • Three quotes were received for rubber surfacing materials, but the City has decided to return to turf as the preferred option. <p>Annual Planning Meeting Recap:</p> <ul style="list-style-type: none"> • The committee agreed to hold a separate meeting on April 23 to develop the annual work plan. <p>Trash Cans:</p> <ul style="list-style-type: none"> • All existing trash cans designated for the business district/Butler area 		

	<p>have been deployed. No additional units are currently available.</p> <p>Bike Racks:</p> <ul style="list-style-type: none"> • The committee is considering where to place the fish-shaped bike racks, with potential locations including the opposite side of the pier and Tybrisa Street.
Action Items:	<ul style="list-style-type: none"> • Maggie: Find out how many fish bike racks there are. • Joy: Find out what contractor the Pier uses for pressure washing. • Follow up on the Park of 7 Flags sidewalk issue.
Date of Next Meeting:	<ul style="list-style-type: none"> • April 23, 2025, 4:00 PM • May 8, 2025, 4:00 PM



Tybee Island Main Street

committee report

Committee Name:	Economic Vitality	Date and Time:	April 8, 2025, 4:00 PM
Members Present:	Maggie Wright, Kelly Swope, Tim Arnold, Bob Matkowski		
Observers/ Guests:	Don Hicks, Forever Tybee		
Objectives:	<ul style="list-style-type: none"> • Finalize plans for the upcoming event for Farace's Finest • Outline the process for re-certifying current Turtle-Friendly restaurants. • TFBP discussion • Review goals and strategies for 2025 		
Accomplishments:	<ul style="list-style-type: none"> • Updates • Work plan 		
Summary:	<p>Farace's Finest Ribbon Cutting and Certification</p> <ul style="list-style-type: none"> • The committee is gearing up for the Farace's Finest ribbon cutting and Turtle-Friendly Business Program (TFBP) recognition event on April 24. This event will feature remarks from Maggie, Tim, Mayor West, and the business owner, followed by a ribbon cutting and the presentation of the TFBP certificate. <p>Turtle-Friendly Restaurant Recertification</p> <ul style="list-style-type: none"> • In addition to welcoming new members to the program, the committee is also focused on re-certifying the 13 currently participating Turtle-Friendly restaurants. Committee members will meet individually with each restaurant to review updated program criteria and confirm continued eligibility. These check-ins will be brief and informal, with no formal re-certification ceremony planned. However, each business will receive recognition through social media posts to highlight their ongoing commitment. The goal is to complete these visits within the next month. • Restaurant assignments: <ul style="list-style-type: none"> ○ Tim: MiVida, Salt Island, Back River Brewery, Pier 16, Rock House, Sea Wolf ○ Maggie: North Beach Bar and Grill, Chamacos, Sundae Café, Tybean ○ Bob: The Deck, Cafe Miss Korea, Surfing Goat 		

Turtle Friendly Business Program:

- Promotions:
 - Maggie and Tim will also collaborate on creating promotional reels to raise awareness about the TFBP. These may include topics like how to get involved, a “Turtle Talk” segment, and fun, eye-catching content—possibly featuring the turtle costume.
- Interest Form:
 - Additionally, a TFBP interest form will be created and shared via social media and the newsletter. Maggie will build the Google form and add Tim as an editor to coordinate follow-up with potential participants.
- Website:
 - Plans are underway to add a dedicated TFBP page to the Main Street website. This page will include the interest form, a clear explanation of the program, contact information, and a short informational video.

Curbside Aluminum Recycling Pilot Program:

- Bob provided an update on the curbside aluminum recycling pilot program, which has collected approximately 2,000 pounds of material so far. Five businesses have been consistent participants in the effort.

Project Idea:

- Kelly introduced an idea for the EV committee: in August, Tybee business customers can submit receipts for a chance to win a \$50 gift card to the local business of their choice. The promotion will be supported with a flyer/poster and social media posts.

Tim’s Resignation

- Tim announced his resignation from the Main Street board and EV committee, as he will be joining the Tybee Island Marine Science Center board.

Work Plan

- The committee began to form the 2025 work plan based on the chosen transformation strategies and goals.
 - Foundation Building: Communicate state, local, and Tybee Island Main Street resources available to businesses.
 - Tourism & Storytelling: Highlight individual business owners and their sustainability efforts.
 - Community Serving: Explore bringing back Community Day.
 - Tourism: Promote eco-tourism and sustainability, with a long-

	<p>term goal of making Tybee the most sustainable destination.</p>
<p>Action Items:</p>	<ul style="list-style-type: none"> • Maggie, Tim, and Bob will meet with their assigned restaurants to complete re-certification check-ins. • Maggie and Tim will begin creating social media reels to promote the Turtle-Friendly Business Program. • Maggie will add a dedicated TFBP page to the Main Street website • Social media posts will be scheduled to promote re-certified businesses without hosting separate events. • The committee will prepare for Tim’s departure and consider coverage for his responsibilities moving forward.
<p>Date of Next Meeting:</p>	<p>May 13, 2025, 3:30 PM, City Hall</p>



Tybee Island Main Street

committee report

Committee Name:	Organization Committee	Date and Time:	4.10.25 10:01PM
Members Present:	<p>Ansley Howze Maggie Wright Joy Horn Forever Tybee Representative- Theresa Pottratz</p> <p>Absent: Kelly Swope Liz Hood</p>		
Objectives:	<p>Build leadership and strong organizational capacity Ensure broad community engagement Forge partnerships across sectors</p>		
Accomplishments:	<p>The DPW lunch went really well on April 7! Staff were grateful for the recognition.</p> <p>The New Resident Guide has been added to the website!</p>		
Summary:	<p>Exit Interviews-</p> <ul style="list-style-type: none"> - Committee to review one-sheet information Maggie has put together to finalize that before our next meeting. <p>Sponsorship Packet-</p> <ul style="list-style-type: none"> - The Promotion Committee meeting today will finalize the sponsorship packet and bring back to the Organization Committee to review. <p>Merchant-</p> <ul style="list-style-type: none"> - Instead of the Lunch and Learn/Merchant Meet-up, we're going to plan to do packets with a window cling, a folder with activities/sponsorship packet, and popcorn with "Just popped in" or something similar to market Mainstreet. Planning to do this the last week of April or first week of May. - Maggie to check in on Window Clings to see if we need to order more. - Maggie to create a one pager to include for the discount card. - Potentially a breakfast for the next merchant meet-up at 9 before shops open. Wednesday mornings are good for restaurant owners, as that's when they do ordering. Tabling this until the Fall. 		



Tybee Island Main Street *committee report*

Mainstreet Fundraiser Idea-

- Sky's mural design made into other items to create assets to sell (post cards, Christmas ornaments, etc.)
- The purchase has happened for the design and we're waiting on Sky to send the files.
- Discussed working with the Post Theater and Lighthouse for retail and having board members work a shift for sales at several key events, including Pirate Fest, Holiday Mart, and Tour De Art.
- Start with the welcome sign portion Christmas ornament.

Discount "Local" Cards-

- 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.
- Pricing, layout, etc. to stay the same from prior discussions.
- Next steps to include solidifying final non-profits and recruiting businesses to have at least 12 on the card, currently at 4 businesses. Max would be 16.
- Kelly will reach out to TIMA, Ansley will reach out to Lighthouse and TMSC.
- For restrictions and information, the committee discussed having a QR code to scan to our Mainstreet Website that has full details.

Budget-

- Maggie/Ricardo/Kelly to sit and finalize draft budget meeting. A follow-up meeting is needed to get to next steps.

Bylaws-

- Committee reviewed finalized changes to the bylaws. The changes were sent to legal and will be voted on at the following meeting.

OLD BUSINESS

Photo Booths-

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

Community Days-

- Bringing back community days.
- We could unveil each of the district names.



Tybee Island Main Street *committee report*

	<ul style="list-style-type: none">- “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. <p>Meeting ended at 11:00 am.</p>
Recommended Next Steps:	<p>See action items above.</p> <p>Actions assigned to report out at next meeting.</p>
Date of Next Meeting:	<p>May 8 at 10 AM at City Hall</p>