



A G E N D A
MAIN STREET/DDA MONTHLY BOARD MEETING
November 19, 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. October 15, 2025 Meeting Minutes

Financial Report

2. October 2025 Financial Report

Ongoing Business

3. Main Street Chair
 - a. New Board Members
 - b. DDA Budget (VOTE)
4. Staff Report
5. Board Updates
6. Committee Updates
 - a. Promotion
 - b. Design
 - c. Organization/ Economic Vitality

New Business

Upcoming Meeting Dates- TENTATIVE SCHEDULE

7. Promotion Committee Meeting: November 20, 2025, 4:00 PM
8. Design Committee Meeting: December 4, 2025, 2:00 PM
9. Organization/ EV Committee Meeting: December 11, 2025, 10:00 AM
10. Board Meeting: December 17, 2025, 4:00 PM

Announcements/ Upcoming Events

11. Upcoming Events:

- a. Tree Lighting Ceremony: December 1, 2025, 6:00 PM
- b. Mornings with Main Street: December 3, 2025, 10:00 AM – 12:00 PM
- c. American Legion Holiday Market: December 6, 2025
- d. Land of the Sweets: December 5-7, 2025
- e. Christmas Parade: December 12, 2025, 6:30 PM
- f. Holiday Market: December 13, 2025, 11:00 AM – 8:00 PM
- g. New Year's Eve Fireworks: January 1, 2026, 12:00 AM
- h. Polar Plunge: January 1, 2026
 - i. Gang of Goofs: 10:30 AM
 - ii. Plunge: 12:00 PM

12. City Hall Closures:

- a. Thanksgiving Holidays: November 26-28, 2025
- b. Christmas Holidays: December 24-25, 2025
- c. New Year's Holidays: December 31, 2025- January 1, 2026

Adjournment





MINUTES

MAIN STREET/DDA MONTHLY BOARD MEETING

- **Date & Time:** October 15th, 2025, 4:00 pm
- **Present:** Ansley Howze, Dillon Patel, Ricardo Ochoa, Joy Horn, Ron Rimawi, Jane Hall, Steve Farace
- **Absent:** Charissa Murray
- **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 4:02 PM.

Approval of Minutes

The minutes from the August 20, 2025, meeting were approved following a motion by Ricardo Ochoa and a second by Joy Horn. The motion carried unanimously.

The minutes from the September 17, 2025, meeting were approved following a motion by Ansley Howze and a second by Ricardo Ochoa. The motion carried unanimously.

Financial Report

Maggie Wright presented the financial report for September. In June, the Downtown Development Authority account began with a balance of \$23,040.92. Deposits totaled \$1,569.38, and withdrawals totaled \$2,636.08, leaving an ending balance of \$21,974.22.

Chair Updates

Board Member Nominations

Maggie provided an overview of the board member nomination process. She noted that the Tybee Island Main Street Board of Directors consists of eleven members, including seven voting

members and four ex officio members. The nomination process is conducted in accordance with the Main Street Program Guidelines and Bylaws.

In July 2025, the Board publicly opened applications to fill upcoming vacancies. In August 2025, the Board appointed a Nomination Committee to review submitted applications. The application period closed on July 31, 2025, with a total of eight submissions received. The Nomination Committee met on October 2, 2025, to review all applications and prepare recommendations for the current Board of Directors. All submitted applications were included in the meeting agenda packet for review.

The Nomination Committee recommended Jane Hall, a current ex officio member, and Chrissy Campbell to serve as voting members for 2025. For ex officio seats, the Committee recommended the appointments of Anna Burgard and Laura Hughes.

A motion to approve the recommended slate of board members was made by Dillon and seconded by Ansley. All were in favor. Maggie will present the slate to the City Council for approval on October 23, and the newly appointed board members will participate in their first board meeting on November 19.

Downtown Development Authority Draft Budget

Maggie presented the draft DDA budget for the board's review and noted that the board will have the opportunity to vote on the budget at the next meeting. She added that the proposed budget is based on last year's holiday events to help guide projected expenses and planning.

Ansley explained that this is the first time a formal budget has been developed for the DDA and that the goal was to create an all-encompassing document. She encouraged board members to review the draft carefully and share any items they believe should be added or adjusted.

Staff Report

Maggie reported that she prepared the Main Street article for the November edition of the Tybee Beachcomber. The article highlights upcoming community events, provides updates on current Main Street projects, and shares additional news relevant to residents and visitors.

Maggie provided updates on the Tybee for the Holidays events. For the Tree Lighting Ceremony, the stage has been reserved, an MC secured, and the special event application

submitted. Two performances have been confirmed. For the Christmas Parade, advertising efforts are underway, and the special event application has also been submitted.

Regarding the Holiday Market, Maggie noted that the special event application has been submitted, the stage has been booked, and the vendor application process closed this week with eighty submissions received. Staff will begin reviewing applications shortly. Quotes are being gathered for a kids train, and entertainment is being finalized, with four performers confirmed. Maggie is also coordinating the Pet Parade portion of the event.

Maggie reported that the South End Lighting and Electrical Project is complete. She changed the lighting for Pirate Fest and subsequently adjusted it to pink in recognition of Breast Cancer Awareness Month. She noted that the project has been a significant success and will enhance the atmosphere for future holidays and special events.

Maggie shared that this year's annual assessment will require both an online submission and an in-person presentation to Georgia Main Street and the Department of Community Affairs. She is scheduled to present in Statesboro on February 11.

Maggie informed the Board that she will serve as a panelist at Comm Arts Inc. at Georgia Southern University, speaking to students in the Communication Department. As a graduate of that program, she expressed that it is meaningful to return and share her experience with current students.

Committee Reports

Organization Committee:

Ansley Howze provided the Organization Committee report, noting that Maggie is continuing to follow up with the photo booth company on outstanding questions, to have the booth completed in time for the holiday events. She reported that new resident guides have been printed and are available at City Hall. Regarding ornaments, Ansley shared that she sent photos to the group message for review and that the committee will need to determine next steps; Joy has provided quotes for alternative ornament options from additional vendors, and quotes have also been received for mugs featuring the mural design. Maggie is obtaining quotes for a pull-up banner and name tags, and members were reminded of the upcoming Main Street Meet Up on October

28 from 4:30 PM to 6:30 PM. Ansley also announced that the Economic Vitality and Organization Committees will be combining to strengthen overall committee operations.

Economic Vitality Committee:

Maggie reported on behalf of the Economic Vitality Committee. She shared that Fight Dirty Tybee has formed a committee to oversee the Turtle Friendly Business Program, which held its first meeting on September 24, and recent progress includes the recertification of Chamacos with promotional filming planned, as well as upcoming recertifications for Rockhouse and Pier 16. There were no new updates for the Curbside Recycling Program, and Maggie will follow up with Patricia for the September report. The committee also revisited previous transportation discussions and agreed to consult with Bret to determine which initiatives align with the City's long-term goals. Maggie provided an update on Mornings with Main Street, noting that the first session was held on October 2 at Sand Cat Coffee and that upcoming sessions are planned for Tybean in November and RIPE in December. She also reported that planning is underway for the Main Street Mingle on October 28, which will offer networking opportunities and program updates for business owners. Lastly, she announced that the Economic Vitality and Organization Committees will be combining moving forward to strengthen committee operations.

Design Committee:

Maggie provided an update on the South End landscaping project. She reported that the City of Tybee Department of Public Works is removing bushes and white rock from the parking islands and tree surrounds in preparation for the installation of Porous Pave and turf, and that All Islands Landscaping has been selected as the contractor for the project. Ricardo Ochoa noted that he has received feedback from North End business owners who feel that beautification efforts have been concentrated on the South End and expressed that this concern should be addressed in the coming year. Dillon stated that the Design Committee has discussed this issue multiple times. Ansley added that one challenge is the limited amount of public property on the North End, where improvements can be made. Maggie clarified that any improvements on private property would require an agreement with the property owner and shared that the Design Committee has discussed organizing a focus group with North End business owners to gather input on their priorities and desired improvements.

Upcoming Meetings:

- Promotion Committee Meeting: October 16, 2025, 4:00 PM
- Design Committee Meeting: November 6, 2025, 2:00 PM
- Organization/EV Committee Meeting: November 13, 2025, 10:00 AM
- Board Meeting: November 19, 2025, 4:00 PM

Upcoming Events:

- Farace's Finest: Fall Artist Market October 18, 2025
- City-Wide Yard Sale: October 18, 2025
- PooGrass Festival: October 26, 2025
- Tour De Art: November 15, 2025
- Tybee Post Theater Music Fest: November 7-9, 2025

City Hall Closures:

- Veterans Day: November 11, 2025

Adjournment

The meeting was adjourned at 4:50 PM following a motion by Anlsey Howze and a second by Ricardo Ochoa. The motion passed unanimously.

2025-2026 Budget (July 1-June 30)

Debits		Credits	
Holiday Market			
Entertainment	\$700	Vendor Payments	\$8,000.00
Face Painting	\$900	Kids Activities	\$1,000.00
Train	\$2,500	Sponsorship	\$500.00
Hair, Crafts, Games	\$1,000	TOTAL	\$9,500.00
Banners	\$300.00		
Advertising	\$650.00		
Vendor Hospitality	\$250.00		
Stage	\$700.00		
TOTAL	\$7,000		
Christmas Parade			
Supplies	\$5.76	Parade Entries	\$650.00
Photography	\$666.67	TOTAL	\$650
TOTAL	\$672.43		
Polar Plunge			
	\$5,321.00	Tshirts	27,182.20
Tshirts	\$5,327.24		90.00
	\$250.10		\$500.00
	\$1,056.25		\$500.00
Shipping	\$363.80	Sponsorships	\$500.00
	\$5.34		\$500.00
Polar Bear Costume	\$35.99		\$1,500.00
Banner	\$102.70	TOTAL	\$30,772
Gang of Goofs	\$200.00		
Photography	\$666.67		
Advertising	\$246.12		
	\$325.00		
	\$300.00		
Sales Tax	\$1,746.41		
TOTAL	\$15,947		
Restaurant Week			
Social Media Ads	\$500.00	Registration	\$100.00
TOTAL	\$500		\$100.00
			\$100.00
			\$100.00
			\$100.00
			\$100.00
		TOTAL	\$600
Main Street Other Initiatives			
Receipt Program	\$400.00	Ornament \$	\$5,000.00
DPW Lunch	\$400.00	TOTAL	\$5,000
Main Street Meet-up	\$300.00		
Board Training Lunch	\$150.00		
Volunteer Appreciation	\$400.00		
Misc Printing	\$500.00		
Volunteer/Board Shirts	\$200.00		
Board Name Tags	\$75.00		
Main Street 101	\$500.00		
Holiday Ornaments	\$1,750.00		
Annual Meeting	\$150.00		
TOTAL	\$4,825		
TOTALS			
	\$28,944		\$46,522
Turtle Friendly Business Program			
Business Stipends (Restricted)	\$10,000	Note: May be used for stipends only	



Tybee Island Main Street

committee report

Committee Name:	Design	Date and Time:	11/06/2025 2:00 PM
Members Present:	Ron Rimawi, Maggie Wright, Dillon Patel		
Observers/ Guests:	Forever Tybee Representative		
Objectives:	<ul style="list-style-type: none"> • Updates to ongoing projects 		
Accomplishments:	<ul style="list-style-type: none"> • Bike Route • Tybrisa Turf/Porous Pave Project • Main Business District building codes/standards • Prep for Holiday's • Hometown Hero banner program • North End and Art District Ideas 		
Summary:	<ul style="list-style-type: none"> • Bike Path: <ul style="list-style-type: none"> ○ A first pass at recommendations was presented and discussions about the recommendations ensued. <ol style="list-style-type: none"> i. Establish a loop at North End and Art district ii. Extend on south end to include Tybrisa, Stand to 18th Street, south on Butler to Chatham iii. Create uniform signage that integrates Way Finding proposal, full bike path map, QR codes and "You are Here" points iv. Add sign near Welcome Tybee (if it is possible per GDOT etc) v. Add historical and main attractions of the island, add distances from the point one is at to the attractions vi. Make sure there are bike racks at each key destination vii. Update signage to reflect Tybee colors (of MainStreet) viii. Link to Google and Apple Maps ix. Establish a annual maintenance program to keep signs and road marking fresh and current x. Phase 2 – consider extending to Bull River, Fort Polaski, Lazaretto Creek 		

- Turf/Porous Pave Project
 - Tree rings have been installed
 - All materials have been ordered and delivered except Porous Pave is all we are waiting on
 - Plans to have this completed before the Holidays

- Main Business District building codes/standards (maintenance requirements/condition)
 - Ron to contact Wally Hattrich to determine codes that exist for maintenance of existing businesses/buildings within the commercial district

- Holiday Preparations
 - DPW is fixing festoon lights and working on the wrapped trees and will fix any missing links
 - DPW is also set up Christmas decorations by Tuesday before Thanksgiving.
 - Pier decorating, Design committee to help the week before Thanksgiving
 - Gold tinsel on the pier
 - Extra lights after wrapped trees are fixed.

- Ask about the utility box on Tybrisa... Can we take away the wood and paint the box green until we can get it wrapped?

- Hometown Hero banner program:
 - Banners will line Tybrisa Street during key times of year, turning one of our most visited corridors into a tribute to service, sacrifice, and hometown pride.
 - Banner Details
 - Size & Material: Durable, double-sided vinyl (approx. 18" x 36")
 - Design Features:
 - Honoree's photo (uniform or work attire preferred)
 - Full name
 - Department, service branch, or contribution
 - Who Can Be Honored?
 - Honorees must currently live on Tybee Island or have local ties. Eligible individuals include:
 - Military: Active duty or veterans from any branch
 - First Responders: Police, Fire, EMS (active or retired)
 - Sponsorship & Cost

	<ul style="list-style-type: none"> ▪ Each banner is sponsored by a family, individual, or local business ▪ Suggested contribution: \$150 (covers banner production, installation, and upkeep) ○ Display Duration <ul style="list-style-type: none"> ▪ Seasonal Display ○ Banner sponsors are given the opportunity to renew the banner for cost of banner one additional season. If chosen not to renew, they are taken down and given to sponsor family, allowing new banners to be created. ● Committee will be determining what areas of Tybee Island are to be included in the scope or Main Street – South end, North Beach area, Art District others?
<p>Recommended Next Steps:</p>	<ul style="list-style-type: none"> ● See above
<p>Date of Next Meeting:</p>	<ul style="list-style-type: none"> ● TBD



Tybee Island Main Street

committee report

Committee Name:	Organization/Economic Vitality Committee	Date and Time:	11.13.25 10:04 AM
Members Present:	<p>Ansley Howze Maggie Wright Bob Matkowski Steve Farace</p> <p>Absent: Kelly Swope Liz Hood</p> <p>Forever Tybee Representative: Melanie Clearman</p>		
Objectives:	<p>Build leadership and strong organizational capacity Ensure broad community engagement Forge partnerships across sectors</p>		
Accomplishments:	<p>New Resident Guide-</p> <ul style="list-style-type: none"> - These were printed and are available at City Hall! <p>Nominating Committee-</p> <ul style="list-style-type: none"> - The slate was approved. 		
Summary:	<p>Photo Booths-</p> <ul style="list-style-type: none"> - The board approved the outside design of the photo booth and the building permit has been submitted. The company is working with DPW to finalize site prep and electricity, etc. We're hoping for Dec. 1. <p>Mainstreet Fundraiser Idea-</p> <ul style="list-style-type: none"> - The ornaments have been ordered and are scheduled to arrive before the tree lighting and holiday market. - Ansley has followed up on the coffee mug pricing. - We had hoped to start pre-orders Nov. 1 on the Mainstreet website and Facebook page, but will address as we get them in. <p>Volunteer Recruitment-</p>		



Tybee Island Main Street *committee report*

- If we were completely staffed for the Holiday market, we would need 15 per shift for the kids activities only.
- We will also need 1-2 people selling ornaments for Tybee Island Main Street.
- The form has been shared and Maggie is working to call the Beach Brigade, Forever Tybee, 40 Volume for Hair, the Jaycees, etc.
- Farace's finest is happy to drop off a few pizzas or sell half price gift cards to us for volunteers. We can offer sponsorship recognition.
- Can we use parking services for the volunteers to have pizza, etc? Lunch for volunteers only not vendors.
- We will assess volunteers signed up by Dec. 3 and scale down for kids activities/holiday hair as needed.

Admin Needs-

- Ansley sent Maggie a pull-up banner website to get a banner for the next ribbon cuttings, etc. Maggie will order.
- Ansley sent Maggie name tags vendor to order a named one for everyone.
- Regular plan banners that are evergreen for other events.

Budget-

- The budget was presented to the board.
- Maggie to add the pull-up banners to the budget.

Meeting Cadence-

- The group discussed that committee meetings don't have to be monthly and can be virtual to help promote committee attendance.
- We will keep December and adjust from there in the new year for this committee.

Bylaws-

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

Turtle Friendly-

- Working on recertification of turtle friendly businesses.

Curbside Recycling-

- Maggie is working on reviewing current numbers.
- Mi Vida does not need the can anymore.



Tybee Island Main Street *committee report*

	<ul style="list-style-type: none"> - Idea for a reduction in fee paid to the city if there is a certain level of recycling. <p>Needed Transportation-</p> <ul style="list-style-type: none"> - Discussed the need for day trip transportation. <p>Mornings with Mainstreet-</p> <ul style="list-style-type: none"> - Good turnout for the last one for business owners around social media. <p>OLD BUSINESS</p> <p>Community Days-</p> <ul style="list-style-type: none"> - 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. <p>Meeting ended at 11:00 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>Dec. 11 at 10 AM at Public Safety Meeting</p>