Tybee Main Street Annual Meeting 2/11/25

Highlights and Summaries

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HIGHLIGHTS AT A GLANCE

Board business conducted

State of the organization presentation

Committee service confirmed *(pg. 2)*

Transformation Strategies selected for 2025 *(pg. 3)*

1. Foundation Building
2. Tourism *(with Transportation & Pedestrian Experience)*
3. Community Serving
4. Storytelling

Initial draft of committee goals based on Transformation Strategies *(pgs. 4-5)*

NEXT STEPS / TIMELINE

March Board Meeting – Committees review/provide update on 2024 Transformation Strategy goals

April-June Committee Meetings – Committees fill in 2025 Transformation Strategy goals (Maggie to provide template); Starter goals are on pages 4-5; Provide progress updates on goal-setting at April-June Board meetings

July – Completed Transformation Strategy goals work begins

2025 ANNUAL MEETING SUMMARIES

Following introductions, Board business, and a state of the organization presentation, members confirmed/selected committees for service.

Committee Service

PROMOTION

- Charissa Murray
- Joy Horn
- Ricardo Ochoa
- Jane Hall
- Sarah Bernzott
- Kelly Swope

DESIGN

- Chair Dillon Patel
- Joy Horn
- Ron Rimawi *(citizen member)*

ORGANIZATION

- Chair Ansley Howze
- Kelly Swope
- Liz Hood *(citizen member)*

ECONOMIC VITALITY

- Chair Tim Arnold
- Kelly Swope
- Bob Matkowski *(citizen member)*
- Tameka Shannon *(City Sustainability Coordinator)*

New member Brett Loehr will also make his selection.

Members can be recruited to serve on committees as non-Board members. This could help with building an engaged Board as individuals serve first on a committee before joining the Board. There is interest in having additional committee members for DESIGN and ORGANIZATION (particularly to help with fundraising).

Selection of Transformation Strategies for 2025

After review and discussion of the Transformation Strategy options *(page 13 of the Transformation Strategy Workbook)*, members voted for their top 3. Leadership and Board consensus had already decided that Foundation Building would be one of the selections for 2025.

FOUNDATION BUILDING

Focus on relationship-building, Board development, work plan development, and creating programmatic policies upon which the organization can build and develop further over the coming years.

TOURISM (to include Transportation & Pedestrian Experience)

Developing downtown's central business district as a regional or statewide tourist destination; Addressing the downtown district's mobility needs for both tourists and residents.

COMMUNITY SERVING

Developing an environment that is entrepreneur-friendly and intentionally incentivizes businesses which serve the needs of the residents in the city and greater region.

STORYTELLING

Refining the brand and identity of the commercial business district (and, during discussion, about the positive work of Tybee Main Street).

Transformation Strategy Starter Draft Goals by Committee

PROMOTION COMMITTEE

Tourism

- Work with the City of Savannah on transportation ideas/plans to bring Savannah residents to Tybee Island
- Work with Tybee Island on parking – consider suggesting different rates depending on seasons
- Communicate what Tybee Island has to offer with those who live outside of the Island

DESIGN

Community Serving

- Conduct a walkability audit of the commercial district to check for accessibility; prioritize safety issues

Storytelling

- Conduct a bike route audit; Consider adding safety features with Tybee Main Street branding (accessibility; night-time features). Work with City of Tybee, as needed, on logistics

Tourism

- Work with Promotions Committee on the transportation from Savannah to Tybee Island (ride shares), as well as advocating for addressing parking challenges

Foundation Building

- Work with the Organization Committee on how to support the wayfinding project

ORGANIZATION

Foundation Building

- Begin conducting exit interviews for Board members rolling off or resigning to learn about their experiences
- Develop financial oversight procedures including budget preparation and financial reports for regular review by the Board
- Work with the Promotions Committee on a yearly-planned sponsorship packet to share early for fundraising purposes

Tourism

- Work with the Design Committee on how to support the wayfinding project

Storytelling

- Develop merchandise opportunities based on the mural project

Community Serving

- Finish the Residential Guide
- Continue offering the Volunteer Appreciation Event+ and improving upon efforts

ECONOMIC VITALITY

Tourism/Storytelling

- Share stories to highlight individual business owners on Tybee Island

Community Serving

- Consider bringing back Community Day

Foundation Building

- Communicate state, local, Tybee Island Main Street resources available to businesses

Tourism

- Highlight eco-tourism/sustainability of Tybee Island (dream goal to be ‘the most sustainable island community in Georgia’)