

**Better Hometown Board of Directors Meeting Minutes  
October 20, 2010**

**Directors Present:** Cullen Chambers, Judy Malins, Stephen Palmer, Monty Parks, Dick Smith, Peggy Stone, John Yarbrough

**Directors Absent:** Shirley Sessions, Patricia Miller Wann

**Guests Present:** None

**Call to Order:**

The meeting was called to order at 6:05pm by Chair Cullen Chambers.

**Welcome**

Cullen welcomed everyone.

**Approval of Minutes**

Monty made the motion to approve the Better Hometown Board of Directors minutes from August 18, 2010. John seconded the motion. All were in favor.

**Committee Work Plans/Updates**

***Design***

Cullen reported that he has ordered a plaque for the Carbo House. Better Hometown and The Historical Society will present the plaque to Eldo after Halloween. Chantel will write a press release to be sent to the media. Dick inquired about the Savannah Historical Foundation providing plaques outside of Savannah.

Chantel reviewed the Sign Recognition program. BHT will recognize signs installed which comply with the new sign ordinance. This program is intended to encourage sign presentation on the Island and reinforce good positive design. Cullen presented pictures of Gallery by the Sea and Tybee Island Property Rentals and Sales to be recognized during Chantel's presentation at the second City Council meeting. John made a motion to recognize both. Monty seconded the motion. All were in favor. Chantel gave an update about the Memorial Bench Plaque donation program. She sent an email to the Board and Design Committee members. Councilman Garbett had a couple of suggestions which have been incorporated into the donation form. She will include an example picture of the plaque once she receives it from Laser Light. Monty made a motion to approve the program. Judy seconded the motion. Stephen was opposed. The vote passed.

***Economic Restructuring***

Chantel presented the Locals Appreciation Card that Monty designed. The Economic Restructuring Committee decided that the cards will be available to those that have a 31328 driver's license. Monty and his wife have offered to pay up to \$100 towards materials for this program. People will be required to sign the card when they obtain it from Chantel. Chantel will have a spreadsheet for them to fill in their contact information. As the program gains momentum, businesses will be added.

### ***Organization***

Stephen and Chantel updated the Board about the Georgia Downtown Conference. It was a wonderful conference and an excellent opportunity to learn about what various cities are doing with their Main Streets / Better Hometowns in a down economy. Green Investment Loans are now available to businesses. Chantel sent the information to her e-list of businesses. Donovan Rypkema was the opening speaker at the conference. He discussed economic development and historic preservation. One message was communities do not have to turn back the clock, but capture history with the future in mind. Chantel has a DVD of a presentation he made in Richmond Hill in 2007. She will make copies for the Board to watch and rotate among them. Next March will be the Main Street Institute and Board members were encouraged to attend.

Stephen expressed that the conference was very forward thinking. There is a push on the State level to increase employment in businesses which reflects on the variety of businesses. Opportunity zone professionals are available to visit communities and work with us in pursuing if desired. Money should be put towards projects of longevity. There is good news in tough times and diversity is important within towns. Main Streets and Better Hometowns have room to grow.

Chantel presented the movement towards having a Charter School on Tybee. A number of interested residents are working with the Mayor and there was a meeting recently for community input. A survey was distributed. Chantel requested that information about this movement be included on the BHT Newsletter. Discussion ensued and BHT involvement was agreed upon.

### ***Promotions***

Discussion ensued about the pros and cons of free holiday parking. John expressed that the amount of money is not relevant without both sides showing documentation. Tybee has a tourist based economy which creates demand on the City. Both sides should present cases and provide data. It is good will on the City's part which is positive public relations. Discussion ensued about how free holiday parking will be promoted. The banner, newsletters, marquee, websites will have information and the Tourism Council will assist. Chantel will be distributing a survey for businesses to fill out. Data collected is intended to help the City and Council determine if free parking during the holidays has merit for the future.

Chantel reminded the Board that Third Thursdays on Tybee is tomorrow at the Lot at Tybee Oaks.

### **New Business**

Monty discussed that the hotel / motel tax revenue has increased. This is reflective of the City's tracking rental properties, room rates, more availability of units with foreclosures being up, and the Island being positively promoted by all on the island.

Stephen discussed the Nursing Homes with the Board. He would like to have them more incorporated into the community with assistance from Better Hometown if possible. Cullen questioned how that fits into our mission. Chantel is to put this item on the November agenda to be discussed.

### **Adjourn**

Monty made a motion to adjourn the meeting at 7:25pm. Judy seconded the motion. All were in favor.