

**Better Hometown Board of Directors Meeting Minutes
December 15, 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: Chantel reported that Mark Boswell had intended to attend the meeting to discuss involvement from the board regarding a Tybee resident wanting to put in a driveway at their historic location. He was not able to attend the meeting and Chantel will follow up with him.

Call to Order:
The meeting was called to order at 6:00pm by Chair Cullen Chambers.

Welcome
Cullen welcomed everyone.

Committee Work Plans/Updates

Design

Chantel reported that there are no updates regarding the Memorial Bench Plaque program. Cullen requested that the program be promoted through the BHT newsletter in order to raise awareness.

Cullen and Chantel discussed the research to date for better trash container pricing. Victor Stanley 24-gallon containers are currently being proposed to the City Manager contingent on a rust warrantee. The smaller containers would be helpful along the corridor where there is less pedestrian traffic. The price difference between the current containers and the quote from Victor Stanley is \$300. There is an expressed need from shop owners at Tybee Oaks for a trash container to be placed in front of Tybee Oaks. Chantel will work on this with the City Manager.

Economic Restructuring

Judy and Chantel reported that the Locals Appreciation Cards are going out to residents coming in to obtain their cards from Chantel. The in store displays have been delivered to participants.

Organization

The revised by-laws were reviewed by the board. The number of directors has been changed to nine (9). A majority will be five (5). Six of the nine will have an economic interest in the corridor and three of the nine will represent arts and cultural interests. The terms will remain at two (2) years. Monty made the motion to approve the revised by-laws. Judy seconded the motion. All were in favor. Cullen signed the revised by-laws as the Chairman. The terms for John and Judy expire in January 2011. The remainder of the board has terms until 2012.

Promotions

Chantel reported that \$2,000 was allotted by the Tybee Island Tourism Council for promoting Tybee for the Holidays. Other costs came from the Better Hometown budget. Additional funding will be sought from the Tybee Island Tourism Council for promoting the 2011 Tybee for the Holidays and Third Thursdays on Tybee. Funds from the Tourism Council are strictly for advertisement because they cannot provide funds for events. Heads in beds is a requirement set by the Tourism Council for providing funding. Cullen inquired about impact of feet on the streets. Cullen suggested we request the media do a drive through of the island during the holidays to showcase how wonderful the island looks with all the decorations and lights. Stephen agreed to contact television stations. Lights on for Tybee was extremely successful with

Gretchen Greene School of Dance performers and the choir. The Holiday parade had approximately 50 participants, which is a record high compared to years past. Stephen reported that 25 nursing home residents rode on the trolley and wants to continue the momentum to include them in parades and BHT. He commented that having the two events in one weekend adds for future success.

Chantel confirmed that the deadline for businesses to complete the Parking Survey is December 27.

New Business

Chantel reported to the board that the ribbon cutting at The Savannah Bank was December 11 and was well attended. Bank representatives were pleased with the turnout. Dick extended his gratitude to Chantel for her hard work. Chantel is coordinating a meeting with The Savannah Bank and SBAC for businesses.

Stephen discussed the need for a meeting with businesses prior to the busy season to address parking issues and beautification issues. He would like to implement a program to fill in "dead space" on a wall along Tybrisa. The wall could be a "wall of fame" or a "great wall of Tybee" with murals. He is going to check on who owns the wall with Jonathan Lynn.

Adjourn

Monty made the motion to adjourn the meeting at 6:50pm. Stephen seconded the motion. All were in favor.