

**BETTER HOME TOWN BOARD OF DIRECTORS**  
**Meeting Minutes: March 23, 2011**

**Directors Present:** Cullen Chambers, Judy Malins, Beth Martin, Stephen Palmer, Monty Parks, Dick Smith, Peggy Stone, Patricia Miller Wann, John Yarbrough

**Directors Absent:** Shirley Sessions

**Call to Order:**

The meeting was called to order at 6:03pm by Cullen Chambers.

**Welcome**

Cullen welcomed everyone. Cullen asked Chantel to introduce Beth Martin with Tybee Art Works to the Board. Chantel said that Beth had been following BHT since the beginning. Everyone introduced themselves.

**Committee Work Plans/Updates**

***Design***

Facade Improvement Assistance Concept: Chantel asked if we need to regroup on this. Cullen said that he had intended to put it on his Historical Society agenda, but there are other issues they are working on currently.

Cullen asked about bench plaques. Chantel reported the gentleman who first asked about it has now sent in his application and a check. In the program, any left over money could go for trash containers. Chantel is trying to see if it is possible to carry the money over to the next fiscal year or if it needs to be spent it this year. She has been putting information about the program in the BHT Newsletter.

Monty asked why last weekend was so crazy with people coming on the Island. John said that this St. Patrick's Day really has no comparison to the last few years. There seems to be more day trippers earlier this year versus overnight guests. John said that everyone he talked to in the food and beverage industry said the same thing and it is good.

***Economic Restructuring***

Locals Appreciation Card Update: There are over 150 people who have come in for the card. Chantel thanked Stephen and Monty for the hard work they have put into the card program. Tybee Market has really promoted the card. Cullen said that the word is spreading and Chantel said that other businesses have indicated an interest in participating. Stephen said locals can get better service at some businesses if the business knows that they are a local.

Market Study: Chantel said that this is the second study done by Ed Lindsay. He has recently retired from GA Tech. He reported more qualitative information this time. Chantel is meeting with Ed and Woody from the Campground and to review their data specifically. In general the snapshot sheet for Vacation Rentals guests showed the following: almost exclusively white; couples, more with kids at home, mostly 45-54 with an emphasis of 55-59, college educated, mainly listen to 60's / 70's rock and read newspapers. The snapshot sheet for Hotel / Motel guests showed the following: almost exclusively white; couples, divided between with kids and no kids at home,

mostly 45-59, college educated, mainly listen to country and read newspapers. This will be very good info for everyone to use on the Island. She will send a link to the information in the next BHT Newsletter. Cullen said it is an outstanding survey. BHT is also interested in profiling those that just come for the day.  
Survey: Chantel reported that she posted a follow up survey and has received a couple more responses for what people want in the corridor

### **Organization**

2011 Board Appointment updates: Beth Martin with Tybee Art Works has been appointed by City Council to serve on the Better Hometown Board of Directors.  
Chair Appointment: Chantel went over the Board term limits. Cullen wants to step down from the Chair position. Monty said the Chair should be a driving force. Dick made the motion to nominate Monty as Chair of the Better Hometown Board of Directors. Peggy seconded the motion. Monty said his time was very booked and that he could only chair the meetings. Cullen said that Monty chairing the meetings would take a lot of stress off of him. Stephen said he would love to be the chair, but his schedule does not allow for that to happen. John said that he would like to, but with work and three children it is impossible. Monty asked if he would be able to do a small task if he was contacted. Chantel said she completely understands everyone's position and appreciates all the hard work the Board has put into the program. She wants to put everyone's mind at ease. Monty said this is a great challenge and we are still in the incubation period. Stephen asked if Cullen would consider not stepping down and let Monty be Vice Chair. Cullen called for a vote and everyone voted unanimously for Monty to be the Chair. Cullen agreed to assist Monty.  
A vote for the Vice Chair position will be called for at the next meeting because it is not on the agenda.

TIIP program: Chantel is still looking for more volunteers. Not everyone can do it every weekend, nor is it required. The shifts are two to three hours Thursday through Sunday. Cullen said it is a great program. Beth asked for clarification on the program. Chantel explained the program. Diane Kaufman has offered to buy vests for the volunteers. The program was started last year and John gave them gift certificates at the end of the season. Cullen encouraged everyone to volunteer. Chantel said that volunteers are also using the Info Hut and DPW will be installing an AC unit for summer.

### **Promotions**

Tybrisa Wall Art: Stephen had nothing to report.

### **New Business:**

Chantel had three (3) items:

April 20 is the Annual Better Hometown Community Visioning Workshop for people to hear about what BHT has done this past year and provide input for work plans for the coming year. It will be from 5-6pm and take the place of the Board meeting.

Chantel is making a presentation at the City Council meeting tomorrow. She will be reviewing the Economic Reporting statistics she reports to DCA monthly and its impact on economic development.

Budget time is here and Cullen asked for Chantel to provide an update. Chantel reviewed the budget she emailed to the board. The City Manager had requested more

details, which she provided. The first budget meeting will be at March 31 at 3:30pm. She is waiting to find out what will happen.

Shuttle: The City of Savannah is helping redesign the brochure. On St. Patrick's Day they had four (4) full shuttles. Cullen said that this is the first step to a bus on the Island. It is long overdue and a major step forward to help alleviate our on-island parking issues. The shuttle is \$3 each way per rider. It drops off at the Roundabout and the Lighthouse and in town at the Visitor's Center.

Cullen asked Chantel if she has done an article summarizing what has been accomplished under the BHT program because the list goes on and on. She said that everything will be reported at the Visioning Workshop. Cullen suggested she do a major article about what the BHT accomplishments are because they are major and it could help right now. He said he did not want to add to her workload, but it would be a good strategic move.

### **Adjourn**

Monty made the motion to adjourn the meeting at 6:40pm. Dick seconded the motion. The motion passed unanimously.