

BETTER HOMETOWN BOARD OF DIRECTORS
Meeting Minutes: May 18, 2011

Directors Present: Judy Malins, Beth Martin, Stephen Palmer, Monty Parks, Dick Smith, Patricia Miller Wann

Directors Absent: Shirley Sessions, Peggy Stone, John Yarbrough

Call to Order:

The meeting was called to order at 6:04pm by Monty.

Welcome

Chantel welcomed everyone and introduced Ethan Imhoff, Planning and Zoning Manager, to the Board.

Guests

Chantel reported that two of the three scheduled guests for the evening were not able to attend and sent their regrets. Mike Pollack is an Island resident and wished to discuss potential signage to identify residential areas to visitors. He will email Chantel information and she will send it to the board. Kellie Lord-Zieba has been talking with a military man about an event on Tybee and she felt Better Hometown could assist. Kellie will present to the board when she has more information.

Brooke Purdy with The Savannah Bank gave a presentation. She has been working in the banking business for five years and on Tybee for four years. She is presenting to the board to review how the bank and the community can better support each other. Brooke thanked Chantel for her assistance and support of the bank. Tybee needs to keep the bank and the bank needs Community support to stay here. She gave a brief history of the bank and locations. She described the personal and business banking services the bank offers. She said that the service is more personalized and they also have Wealth Management services. They offer mortgage, commercial and personal loans and stressed that decisions are made locally. She asked for the Board's feedback to help get support from the community.

Chantel commented that Brooke will go to the businesses if they do not have time to come to the bank. She also noted that Dick has been very involved in working to keep the bank on Tybee. Dick said that Savannah Bank closed other branches, but chose to keep the Tybee branch. Brooke said that without the bank, Tybee would be the largest area without banking in Georgia. Brooke said it was a buy local issue -- bank local. Monty said that might be a good promotion for the bank. Chantel thanked her for presenting.

Approval of Minutes

Dick made a motion to approve the Better Hometown Board of Directors meeting minutes from February 16, 2011 and March 23, 2011. Judy seconded the motion. The motion passed unanimously.

Community visioning review

Chantel thanked everyone who attended the workshop and thanked John for taking notes. She reviewed a couple suggestions that were made at the workshop such as: a street festival during the holidays on Tybrisa and to continue improving communication. There were many other suggestions provided that Chantel has listed and the committees will review them in order to have the Board decide.

Patricia asked if anyone had mentioned the problem of people parking instead of paying to park. Dick said some people park in neighborhoods and some residents put out no parking signs.

Committee Work Plans/Updates

Design

Chantel reported that the plaque purchased through the Memorial Bench Plaque program has been installed on a bench near the Roundabout. DPW did a wonderful job securing it. She has received two more inquiries. She commented that she is waiting on confirmation that any remaining money put in the donation line item can be rolled over to next year.

Chantel presented a picture of the trash / recycling containers. The City Manager has suggested they be the same color as the existing containers. The Board agreed they should remain the same color for consistency and continuity. If the DNR grant is not awarded, the containers for the corridor will be purchased with other monies as available.

Economic Restructuring

Locals Appreciation Card: Chantel said it is going well.

Organization

Chantel said that Cullen has resigned and there will be a non-profit opening on the Board. Discussion ensued about possible candidates. Dick suggested someone from the Hotel / Motel industry be approached and that he has already started that discussion with some. Chantel will work with Ethan to make sure the position is advertised. Monty emphasized that the board needs a candidate that is energized and will work.

Discussion ensued regarding the Vice Chair position. No motion was made. The item will carry over to the next meeting.

Chantel said more volunteers are needed for Information Providing Thursday through Sunday. Currently, Jim Glass is volunteering every weekend and Terry Spatz helps as much as she can. Chantel said volunteers are able to use the Info Hut. This location helps when the shuttle arrives at the Roundabout. Stephen said he might be able to assist on Thursdays. Chantel requested that board members help spread the word.

Promotions

Chantel reported she helped Chatham County with the Seafood Festival again this year and asked the board about official Better Hometown program involvement. Stephen discouraged this concept due to rules and regulations. Chantel reported that Chatham County may be able to be more lenient with the restaurant guidelines next year. This year, there were more non-profits involved than restaurants. Monty said Thunderbolt cancelled an outside food event because of the health department. Monty said one of

the benefits of BHT is that BHT can be directly involved with any event through organization, implementation, participation, and sponsorship. Discussion ensued regarding Better Hometown involvement and not alienating restaurants that do not serve seafood. Stephen said he thought a Tybee Food Festival on a Saturday in Memorial Park would be better and make it easier for participants. Chantel said Chatham County is considering moving the event back to April when there are more people. Monty said that there needs to be a point person and the time to start is now. Judy mentioned that there were many other events during Seafood Festival weekend. Tybee for the Holidays: Stephen said that right now the promotions committee is focusing on Lights on for Tybee and the Parade. He said the committee agreed to end the parade at the YMCA again because the Y is so involved and it is indoors. The parade will need to start well before it gets dark. He said they are working on having a street fair downtown that weekend to tie in with the Shop – n – Stroll. Monty agreed that would be a good idea since the street would be closed for the Parade. Having an activity at the Park of 7 Flags is also under consideration. Chantel confirmed Mr. & Mrs. Claus would be at Lights on for Tybee and the Parade.

New Business:

Chris Desa is performing tomorrow for Third Thursdays on Tybee at Tybee Oaks. Patricia is helping Chantel set up the tent. Chantel said the City is still working on the next fiscal year budget. The City Manager asked Chantel for more details for the BHT budget requests. Chantel supplied this information and now we wait. Patricia said that she needs to resign her secretarial duties because she is going to New York until the fall and it is her third year as a director. Chantel said she would talk with Peggy. Stephen said he had some extra Keep Tybee Tidy signs to replace ones that get damaged. He said he was scaling back his activities to focus on the Mural project. Patricia said that the City of Colquitt needs to be approached for guidance. Stephen said that Third Thursdays on Tybee would be huge in a couple more years. Dick said there was no reason that the Tourism and BHT should not work together more. Chantel said she thought that we would have more cooperation and that the relationship is there and will grow. Judy announced that Ricardo Ochoa is interested in bringing virtuosos to the Island and have them mentor young promising individuals. She said they need classroom space and the old school might work. She has not yet discussed all the details with him personally. Patricia mentioned partnering with the Post Theatre for Third Thursdays on Tybee in the future.

Adjourn

Stephen made the motion to adjourn the meeting at 7pm. Dick seconded the motion. The motion passed unanimously.