

**Better Hometown Board Meeting Minutes**  
**May 19, 2010**

**Directors Present:** Judy Malins, Stephan Palmer, Monty Parks, Peggy Stone,  
Patricia Miller Wann

**Directors Absent:** Cullen Chambers, Shirley Sessions, Dick Smith, John Yarbrough

**Guests Present:** None

**Call to Order**

In Cullen's absence, the meeting was called to order at 6:04pm by Vice Chair, Monty Parks.

**Welcome**

Chantel welcomed everyone.

**Approval of minutes**

The motion to approve the February minutes was made by Stephen Palmer. John Yarbrough gave Chantel his verbal approval since he was unable to attend. All approved.

Stephen made a motion to approve the April minutes. John Yarbrough gave Chantel his verbal approval since he was unable to attend. All approved.

**Committee Work Plans/Updates**

Chantel said we made a lot of headway with the work plans from last year and preparing items for this year based on the Community Visioning Workshop on April 16. There was not an economic restructuring committee meeting last month due to the workshop.

***Promotion:***

From the Visioning Workshop we know that our "strengths" include – Third Thursdays on Tybee, more info for tourist, litter awareness and container usage information. Other items to focus on are expanding the Buy Local campaign and creating a stronger family friendly environment. Stephen Palmer talked about Branding Tybee and working with all the different groups to create Tybee Tree. He said that Tybee is a fantastic island and a lot of improvements have been made, yet more work is needed. Maintenance is required. He explained the concept that Tybee is a lot of things for a lot of different people and a Tybee Tree can highlight it all from the ground to the branches. It encompasses everything we are and can grow and balance out with changes as Tybee grows and changes. A lot of improvements have been made over the last five years, but now we need better enforcement and maintenance. Chantel said that was an excellent way to describe it. Instead of creating more events, we need to look at what we have and what Tybee has to offer. Stephen said we have everything except golf and activities for teenagers. Chantel said that with Third Thursdays we will continue to work with businesses & tourism. We need informational kiosks and are trying to include it in the budget.

Stephen said we could put the Buy Local campaign on the promotions work plan, but it needs to be simple and effective. Chantel said the litter awareness will continue and family friendly activities. Stephen said that we focus a lot on off-season events; we need to focus on on-season events, especially family friendly events.

Stephan said that we have a lot of non-profits and a lot of small events. Monty said that he tried to plan a pot-luck for tomorrow night and ran into a lot of competing activities. Patricia noted that events should be higher quality. Monty said that the Turtle Trot was one of his business' biggest events. Chantel said that the event seems simple from an outsiders' viewpoint. The Marine Science Center makes sure it is well thought out and well planned. Monty said that we do not honor the warriors enough. We have a beautiful sunrise and we need to honor that by having more sunrise services. Stephen said that we should motivate the Tybee Arts Association, the churches and the American Legion because these are good events that take a backseat to the "alcohol" events. Chantel said that we had agreed to have only events that were approved by City Council on our Newsletter calendar. Barry Brown wants the Boston Butt included. Chantel told him we provide a link to City Council. She asked if the board wanted the current policy to change. Patricia said that we should stick to what we agreed. Board members agreed.

### ***Economic Restructuring***

Chantel reported she is working on a survey to include in Tybee Times about how often people shop on the island, what they shop for, etc. This survey is intended to help with economic development and market information we can use.

Monty said that he thought this committee should focus on the Buy Local campaign since the Promotions committee has so much already. All agreed. Chantel said that Gayle from Gallery by the Sea is familiar with the program from Key West. For a small fee people would purchase the card and show it to businesses for their discount. One suggestion that was made is residents can purchase a card when getting their parking decal. The committee will continue to increase awareness of outdoor places for enjoyment through a map.

### ***Design***

The committee met last week and reviewed the feedback from the Visioning Workshop. The committee will continue working with the parking committee to ease parking issues. Residents and businesses expressed interest to have information for visitors on the South End. A nicely designed kiosk with information will be designed and centrally located. The committee is also planning to create more awareness of historic preservation such as having plaques with historic information strategically placed for people to learn more about the properties. One location example is at Memorial Park explaining the history of park. Peggy asked about the process for having an historic plaque. Chantel is researching and will discuss with Cullen. She has a list of vendors the Georgia Historical Society uses. She is hopeful that with the help of Tybee's Historical Preservation Commission and the Historical Society, plaques will be available for all Nationally Registered places.

More work with stores on store front renovation and improving the trash situation will continue. Monty asked if there are historic site tours. Chantel said the bike shop at one time was planning a tour of such. Monty said that if we had a family event that was timed we could flood the Island with families & historic stops on bikes.

Another item expressed by residents and businesses was for more police presence on the South end to curb lewd behavior and foul language. Chantel said that at the Public Safety Meeting Mayor Pro Tem Sessions asked Chief Price to come back with figures about what it would cost to increase foot patrol during the high season.

Stephen reported on his follow up about litter and enforcement. The statistics show litter citations for the last two years are pretty low and now this year they have given out as many as last year already. Somehow the message is getting through even though they are single digits. The need for enforcement that has been voiced by residents, the board and businesses is being heard. DPW cannot continue to do things that others should be taking care of.

### ***Organization***

Chantel said that we all need to continue outreach to businesses and see what they want to have happen and how they can be more involved. The BHT newsletters will continue and special announcements will start to be included.

### **BHT Budget**

Chantel prepared a BHT Budget per the request of two Council members based on the current work plans such as Third Thursdays on Tybee, plaques, Information materials for visitors, etc. She estimates the total be \$16,000. A line item for \$6,500 is set in the proposed budget for donations only. Chantel said that we have come a long way since last year with beneficial, tangible items, but 10% less is still being proposed for the BHT Budget.

### **Other Business**

Stephen wants there to be more information available for nature based opportunities. Chantel reported that since this month is National Preservation Month, she is taking pictures of the Mayor and City Council members at various historic locations around the island. She will use these in the articles she writes and post them on the National Trust for Historic Preservation site.

Monty asked if there was anything happening about free parking after 5pm. Chantel said not as of right now.

### **Adjourn**

Monty asked for a motion for adjournment. Patricia made the motion to adjourn the meeting at 6:49pm. Judy seconded the motion. All approved.