

**BETTER HOMETOWN BOARD OF DIRECTORS**  
**Meeting Minutes: June 15, 2011**

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

**Directors Absent:** Stephen Palmer, Shirley Sessions

**Call to Order:**

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

**Welcome**

Monty welcomed everyone. Dick commented that he received positive comments from Dusty & David while he was at Spanky's on Strand regarding the support the City is currently showing towards businesses. He attributes this to the Better Hometown Program and will ask them for a letter next time he sees them. He commented about a couple of naysayers, but is confident that they have not read about the program to give it a chance.

Chantel said that the open position for the Board is still posted and the deadline has been extended to July 20.

**Approval of Minutes**

Dick made a motion to approve the May 18, 2011 Better Hometown Board of Directors meeting minutes. Patricia seconded the motion. The motion passed unanimously.

**Review of 2011 – 2012 Committee Work Plans and Budget**

Chantel distributed and reviewed the committee work plans for 2011 – 2012 which were developed from input received during the Community Visioning Workshop held in April. Each committee has reviewed and accepted their work plans. Directors reviewed the goals and objectives, actions and budget. Discussion ensued about the time length of three to five years that is typical before seeing the full benefits of the program. The progress to date has been remarkable.

Directors agreed that a short BHT video should be put together highlighting accomplishments in order to use for promotional materials and presentations. The promotional video will be an action for the Organization / Outreach Committee. Beth and Peggy have local contacts that may be able to help. They will work with Chantel on the video.

Discussion ensued regarding the "New Resident Welcome" packet under Economic Restructuring. The packet will include basic information about services and businesses on the Island, a map, volunteer opportunities and the City Website.

Under Promotion, the Board discussed extending the duration of Third Thursdays on Tybee, the BHT Branding concept and Tybee for the Holidays. Lights on for Tybee is set to take place December 2 at 6:30pm. The Holiday Parade is set for December 3 at 1:00pm. Dick inquired about the name of the parade. Chantel commented in Stephen's absence that the promotions committee opted to call the parade "Holiday" instead of "Christmas" last year in order to be all encompassing of the holiday season

and to be inclusive of all beliefs. Dick made a motion to change the name of the Holiday Parade back to Christmas Parade. Judy seconded the motion. The vote was five to one. Beth commented that she is not opposed to either and did not feel it was necessary to vote. Peggy agreed to call her contact at Chatham County about securing a stage for the dancers and Renee for lighting during Lights on for Tybee night. Directors accepted the Work Plans 2011 – 2012 and the budget with the realization that fundraising may need to be done this year.

**Other Business:**

Monty introduced a concept to have an event including local musicians and requested conversation about BHT involvement. Better Hometown is able to host and organize events and this could be a good tie in with the local community and the BHT mission of encouraging the arts separate from Third Thursdays on Tybee. Directors discussed the option of using Memorial Park, options to benefit local nonprofits, time of the concerts and other logistics. Monty will review further with musicians and the Board will continue to discuss at the next meeting.

**Adjourn**

John made the motion to adjourn the meeting at 7:05pm. Dick seconded the motion. The motion passed unanimously.