

**Better Hometown Board Meeting Minutes
June 16, 2010**

Directors Present: Cullen Chambers, Stephen Palmer, Monty Parks, Patricia Miller Wann

Directors Absent: Judy Malins, Shirley Sessions, Dick Smith, Peggy Stone, John Yarbrough

Guests Present: None

Call to Order

The meeting was called to order at 6:05pm by Cullen Chambers.

Welcome

Chantel welcomed everyone.

Guests

None.

Approval of Minutes

May minutes are pending.

Committee Work Plans/Updates

Design

At the last Design Committee meeting the input about providing information for visitors with a kiosk / message center in the Park of Seven Flags was discussed. Paul Wolff tried to get money put into the budget for the kiosk. Chantel said that she does not know if this is still a possibility. She stated that we may need to pursue finding funding, materials and a potential volunteer to build it. At the Design meeting, Keith Gay told Chantel he would send her names and numbers of people that may be able to help. They could get credit on the kiosk. Cullen inquired if the kiosk would have code requirements. Chantel said a message board could be anchored into the concrete. She is talking to people at SCAD and others to see what they would recommend. Cullen asked if we could work with Tourism for assistance. He likes the theme and consistency of the Tybee wayfinding turtles and the trash containers and we should play on the turtle theme. Stephen suggested putting a turtle on top of it. Chantel said that when she had talked to Richard Adams a few months ago, he had grandiose ideas, which were wonderful, but very expensive. Patricia said we had to keep economic realities in mind. Stephen likes the idea of a Hut because volunteers can be available in one central location to answer questions. Chantel said the hut Stephen measured is too big for the Park. Chantel did say a few projects have been discussed at the Infrastructure meetings and one option is a redesign near the Park of Seven Flags. However, that will be years down the road and if a message board was there, it could move later. She talked with the company that supplies the City's trash containers. They have message boards which are currently cost prohibitive. They did suggest that the cover be scratch proof. Cullen said we have to have standards to keep people from just posting things. Cullen said the Tybee Island Historical Society will commit \$500 stipulated to be matched by other entities on the Island. Patricia said that will show whether there is support or not. Chantel said we will be looking at other things pertaining to fundraising and sponsorship.

Cullen is still waiting on L & H to return his calls for a trash container quote. He gave them this opportunity in order to keep it local and has dealt with them for ten years without any problem. They have done outstanding work in the past and he is willing to go to Buford, SC if necessary. Mike at IGA is interested in getting two garbage cans, but the cost for the City's containers is too much for him. Chantel told him we are working on other quotes, but he needs new containers soon.

Cullen reported that the partition at Doc's Bar required additional engineering info and it has to be redone. Peggy also requested a "cat access" area on the bottom which is now included.

Economic Restructuring

Monty gave an update about the Buy Local card campaign. The card can have the BHT logo on one side and Buy Local logo on the other. Monty has card company information he will send Chantel. There will be a list of participating Island businesses that honor discounts for local which will show locals how much their business is desired. Chantel said that local businesses focus on discounts in the off season because that is when they are especially needed.

Organization -- Newsletters

Newsletters are ongoing. The Carbo House is now listed on Historic Register which was in the latest newsletter. We need to see what we can do as an organization to get grants and solidify plans for that building. Dean Morrison asked Chantel to add information about when people need a permit for the pier on the BHT Newsletter. The Board voiced that this is not appropriate for the newsletter.

Promotions –

Branding; Tybee for the Holidays

Chantel reminded everyone that the next Third Thursdays on Tybee performance is this week and the Viguba Trio is playing. We had a potential issue with Randy Smith not being available for technical support because he booked a gig, but he is still going to help because he had already committed. Jan Spillane will be playing at TTT in July at the lot at Tybee Oaks. We need to look for sponsorships if we want to look to continue TTT. We have \$700 in our budget for July 2010 through June 2011. Ideally we would have taken the summer off due to the heat. Patricia said that we need to make sure the performances maintain high quality and standards such as the grant required. Cullen asked which City Council members have attended. Patricia said Mayor Pro Tem Sessions, Councilperson Doyle and the Mayor attended in March. The Mayor told Patricia he wants them to continue. Chantel said she saw Kathryn at TTT in April and other Council members have expressed their support to her verbally. Stephen asked about realistic goals for sponsorships. Chantel reported that we could get by with continuing our advertising on WRHQ and Connect Savannah. They have been tremendous help with their sponsorship. Chantel said John at Spanky's had expressed interest in being a sponsor a while back, but she is concerned that there could be a conflict for smaller restaurants and others. Cullen asked if businesses are being supportive. Chantel said the businesses are supportive, but some close before the end of the performances. This is an issue for many cities that have events such as Statesboro. Stephen and Monty expressed their concern with asking Island businesses for financial support because they already give so much to other organizations. Chantel said we can apply for one more Grassroots Arts grant and that this program is one

that should be a private / public partnership. Cullen suggested we start getting letters of support to bolster our application next time. Stephen suggested we put together a packet and go after music oriented businesses for sponsorships. Cullen suggested going back to the Tourism Council for financial support again. Patricia asked about Rich Wittish and suggested Chantel contact him for further assistance.

Stephen presented his concepts for branding Tybee with a Tybee Tree. Another idea he presented is using Tybee's zip code in a creative way because we are the only ones with it. He shared his concept which includes the lighthouse and said this could be made into t-shirts and bumper stickers. The money raised could go into the BHT budget. Cullen commended Stephen on another wonderful job and a creative approach to something ordinary. Chantel asked what the timeline would be and Stephen said it depends. Stephen said within the next couple of weeks, Tybee for the Holidays will be a major focus. He asked about putting Christmas trees in the dunes to recycle instead of concrete barricades. Cullen told him that is DNR jurisdiction and it is not permitted for a variety of reasons. Chantel said she is still waiting on the volunteer that is building the holiday website.

Stephen asked about the next steps for the "Keep Tybee Tidy" campaign. The major issue is trash and people need to keep picking up after themselves and others. He is working with the YMCA on a workout/trash pickup video. More involvement from the locals is desired. Cullen asked who is enforcing the litter laws. Chantel said the Police and beach patrol are monitoring litter. More tickets are currently being written on the beach than on the street. Chantel reported to the board on an email the Visitors Center received and forwarded to the Mayor, City Manager, her and others. The sender was visiting with her daughter. When they were on their way to the pier they experienced "catcalling" and felt harassed. They were followed by a man to their car and did not have a great experiences going into stores. This is what we need to change along with the perception of it and hopefully the extra foot patrol will help. Friendly enforcement and making sure that disrespectful or lewd behavior is not tolerated is necessary. Cullen asked if they approached any officers. Chantel said the letter did not elude to that act, but they did see officers in the area. Cullen asked if the officers were paying attention. Stephen reiterated what Peggy and Monty have stated at other meetings about officers congregating at one corner and not spreading out to provide equal enforcement. Cullen stated that this relates back to his letter to the City Manager. Foot patrol is a positive step, but the congregating of officers is a not the best way to spend taxpayer's money. Stephen suggested working with the media may be in order to see things get done positively. Cullen disagreed and said we need to work within the community and have strong City leadership because change can happen. BHT can help with dialogue between the City and the community. Working with the businesses and the city can improve the old perception and increase the positive feel of downtown. Patricia said people will behave better when we raise the bar and demand better behavior.

Chantel reported about the Tybee Island Information Provider pilot program.

Chantel reported that Council member and chair of the Parking Committee, Bill Garbett gave her the go ahead to order the entrance banner. This banner will be posted vertically at the location where the horizontal banners are currently and inform people that Tybee is a Pay to Park Community and to Keep Tybee Tidy. Cullen said he likes it and it is clean.

BHT Budget

Chantel reported that the proposed BHT budget has not increased. Monty spoke at the last Council meeting and encouraged them to support BHT more. He plans to speak again before the budget is adopted.

Designation

We are officially a Better Hometown Community. Martha is planning a trip to visit with us soon.

Other Business

Adjourn

The meeting was adjourned at 8:05.