

**Better Hometown Board of Directors Meeting Minutes
September 15, 2010**

Directors Present: Cullen Chambers, Monty Parks, Dick Smith, Stephen Palmer, Peggy Stone, John Yarbrough

Directors Absent: Judy Malins, Shirley Sessions, Patricia Miller Wann

Guests Present: Diane Schleicher

Call to Order:

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

Welcome

Chantel welcomed everyone.

Guest

Stacye Jarrell was listed as a guest, but was not in attendance. Chantel explained to the Board of Directors that Ms. Jarrell wanted to make a recommendation that the Board recognize Ambassadors for Tybee specifically in relation to Tybee Throws a Fit. Ms. Jarrell is interested in having the Better Hometown program oversee upcoming Tybee Throws a Fit events. Cullen expressed we do not currently have the resources and suggested Ms. Jarrell be invited back to make a presentation to the Board.

Approval of Minutes

The August 18, 2010 Better Hometown Board of Directors draft minutes were reviewed. Stephen made the correction that he was not in attendance at the August 18 meeting. No action was taken due to lack of a quorum when the minutes were discussed. Chantel will put these on the agenda for the October meeting.

Committee Work Plans/Updates

Design

Cullen provided an update regarding the Historic Carbo House. He and Bob Ciucevich are working on a preservation plan to provide a frame of reference for Eldo. This will assist in not jeopardizing the historic integrity of the building. Better Hometown is here to assist Eldo in working with the City, financing opportunities and other opportunities available through HPD and DNR. The Historic Preservation Commission will be able to assist Eldo with zoning issues and to stay with the comprehensive plan. Better Hometown and HPC will work simultaneously. Cullen has a call into Connie Pinkerton at SCAD for design recommendations. She may be able to provide charettes. BHT would then host a meeting at City Hall with property owners and business owners. He will see if Connie can attend a Board meeting. Diane Schleicher suggested we focus on successes with the Historic Preservation movement and preservation plans. Chantel summarized emails she, Cullen and Bob had been exchanging with Eldo. Cullen explained that the Preservation Plan would go from Tybrisa to where the old Midy Tidy was and receive input from SCAD, businesses and BHT. Once it is accepted, it will develop. Dick expressed that with the Historic Butler median, pedestrian safety will increase. As a certified Better Hometown, we have access to professionals to help with the overall plan and once Tybee becomes a Local Certified Government, more funding opportunities will be available. Stephen, Dick and Cullen agreed that this aspect of the program proceed with caution in order to reach successes with available assistance. Cullen presented the Sign Recognition concept. He participated in rewriting the sign ordinance. He presented two signs which retain the creativity and quirkiness of the Island. The two signs are Gallery by the Sea and Tybee Island Property Rentals and Sales. This program will recognize those that install signs which comply with the adopted Sign Ordinance, are creative and fit the character of the Island. The

Board agreed and will solicit nominations for others. Chantel will make a presentation with certificates to be given to the recipients at the second City Council meeting in October.

Chantel gave the board an update regarding the Memorial Bench Plaque donation program. Diane explained that the benches cannot be turned to face the ocean because they would no longer be ADA compliant. Stephen agreed that is a good thing because there is no need to complicate the program. If there is enough participation, the benches and trash cans can be switched out in order to continue the continuity of Tybrisa and Strand. Chantel will contact the interested individual and provide another update at the Board meeting in October.

Economic Restructuring

Monty gave an update about the Locals Appreciation Card program. He has pricing and options that he will send to Chantel. A fish keychain design is \$100 for 300. He and his wife wish to contribute \$100. Discussion ensued about who would be eligible to have a card.

Organization

Chantel reminded everyone that Stephen and she will be attending the Georgia Downtown Conference in Augusta September 29 through October 1.

Promotions

Peggy offered to talk to Jimmy Burke regarding help with the Tybee Holiday Celebration Parade. Chantel is still working on getting the holiday website live. Diane discussed the free parking from Thanksgiving Day through New Year's Eve day. She reported that signs should not be taped to the machines because it causes damage. Decorations can be placed on them if it is desired on Decorating Day. Cullen asked what happens if someone pays and wants a refund. Diane was not sure what happened last year when people came in, but will discuss with staff. Cullen recommended a public relations campaign so that there is no bad press. Through the publicity, ill will can be avoided and businesses will hopefully receive positive feedback. As long as there is mutual cooperation it will be beneficial for all. Stephen suggested the parking banner at the entrance be replaced with the free parking message, the City Hall marquee message read free parking, the message goes on the BHT newsletters, the City's website, and Facebook pages. Diane agreed. Cullen stated that the City has stepped up to the plate with a 4-prong approach to educate visitors about parking. Not all business owners are / will be happy. If billing, maintenance, and tickets are issues during the holiday season, free parking needs to be reconsidered so that there is no contradiction if City resources are limited.

Peggy asked about involvement from the Church youth groups during Lights on for Tybee. Stephen will talk to Renié and MaryAnne and give an update at the October Board meeting. Peggy asked Diane about not allowing parking on Butler during parades because it creates obstacles and is a safety concern.

Diane said she would discuss this topic with the Public Safety Committee.

New Business

Dick discussed The Savannah Bank with the Board. He and Chantel have been discussing ways to ensure the Bank stays on the Island to serve the residents. They have discussed a joint venture with an open house. Other branches they took over from First National are closing. Cullen expressed the need to have a bank on the Island especially to serve those that are aging. Peggy made the motion that Dick be the Board member that goes with Chantel to meet with the President of the Savannah Bank. Monty seconded the motion. All were in favor.

Adjourn

Stephen made a motion to adjourn the meeting at 7:40pm. Dick seconded the motion. All were in favor.