

**BETTER HOMETOWN BOARD OF DIRECTORS**  
**Meeting Minutes: September 21, 2011**

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

**Directors Absent:** Shirley Sessions

**Call to Order:**

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

**Welcome**

Monty welcomed everyone and asked Chantel to introduce the guests in attendance. She introduced Brooke Purdy from The Savannah Bank and SCAD graduate students interested in participating with the Better Hometown program.

**Guests**

***Forms***

Chantel presented a draft of a form that Patricia emailed her as a guideline in developing an official form for guests to use when they wish to request participation of the Better Hometown program. Discussion ensued regarding making the form more generic instead of focusing on events. John suggested it be put online so that it could be emailed once it is finalized. Monty requested the form be available for review at the next meeting. Beth said she would work on it with Chantel.

**Approval of Minutes**

John made a motion to approve the August 17, 2011 Better Hometown Board of Directors meeting minutes. Dick seconded the motion. The motion passed unanimously.

**Committee Reviews**

***Organization: Signage during Historic Butler Median construction***

Chantel reported that she discussed the "Businesses are Open" signage during the Historic Butler Median project with the City Manager. The City Manager confirmed she would find money for the signs/ banners. Chantel contacted other Main Street communities through the National Trust list serve to find out about creative signage they have done during construction projects. The project will begin in December and end the last of February. Locations of signage discussed were on electric poles or above the streets.

***Design: Keep Tybee Tidy***

Chantel reported the "Keep Tybee Tidy: Combating Litter by Land for the Sea" grant begins October 1. Jim kindly agreed to assist with the public service announcements.

***Promotions: Tybee for the Holidays***

The Tybee for the Holidays website will be live by Friday. Chantel thanked Jim for supplying additional photos.

During Lights on for Tybee the Park of Seven Flags will be the Park of Giving. This will be a donation site for Toys for Tots, Milton Project, Mayors Motorcade, and Tybee's food pantry.

Terry is helping secure these agencies. There will be a stage (i.e. trailer from DPW in disguise) for the Gretchen Greene School of Dance students during Lights on for Tybee. Billy Manucy will lead the choir which will include children and adults. Peggy suggested contacting the Savannah Children's Choir if needed. Chantel confirmed Sam Adams will provide the sound. She said additional lighting would be helpful if available.

Beth suggested a scavenger hunt for the Holiday Shop-n-Stroll. Raffle tickets could be obtained by participants in order to be eligible for prizes Saturday evening. This will hopefully alleviate issues with people coming out only for freebies. The promotions committee discussed the possibility of a "Community Involvement Resolution Time" concept downtown during the Shop-n-Stroll. Terry is also assisting in seeking participation from non-profit organizations for this concept.

Johnson High School band would like to participate in the Christmas Parade, but there is a cost. Chantel is waiting to hear back about their needs.

***Promotions: Third Thursdays on Tybee***

Discussion ensued regarding Third Thursdays on Tybee (TTT). The September performance with Jason Bible had a low turnout. \$15 was collected in donations to be used specifically for BHT events. Items discussed to consider making Third Thursdays on Tybee better follow: importance of consistency, changing the time and length of the concerts, promoting it more, adding other activities, financial constraints, and having restaurants provide meals for the performers. Patricia reiterated that TTT was designed for the off-season / shoulder season time. Chantel confirmed they learned the first year that summertime is too hot for outdoor performances.

Chantel reminded everyone that the Old Folkers (Hank Wiseman & John Powers) are performing October 20 at the Lot at Tybee Oaks. Monty requested all board members attend the concert and to participate in the Promotions Committee meeting Monday at 2pm.

***Organization: Recap of Post Business meeting***

Jim reported the Post Season Business meeting was good overall. There was extensive discussion regarding having the fireworks on July 3 versus July 4. Public safety is the top concern. John confirmed July 3 is one of his busiest days at the restaurant. The Tourism Council is going to prepare a statement regarding overnight stays. Dick commented the meeting was helpful in terms of hearing from all department heads. Discussion ensued about having more meetings such as this one and being led by Better Hometown.

**Other Business:**

Stephen expressed his apologies for not being as involved on the board as he would like to have been the past few months. He is back and looking forward to continuing the mural project concept and ways to incorporate the nursing home into community.

Monty requested that Chantel resend the sub-committee meeting schedules and report who is attending the meetings.

**Adjourn**

Dick made a motion to adjourn the meeting at 7:03pm. Patricia seconded the motion. The motion passed unanimously.