

Organization / Outreach

Board Chairperson: Ted Lynch

COMMITTEE DESCRIPTION:

As a program that is supported by the City of Tybee Island, the board is responsible to ensure that the mission and vision statements accurately reflect the purpose of the program within the community, that the by-laws allow the board to properly coordinate and carry out the program goals, and to ensure fiscal responsibility. The Organization Committee works towards consensus building and cooperation while continuously promoting the program and its mission. The Board of Directors and committee volunteers make up the fundamental organizational structure while working with partners throughout the town to help the program thrive. This structure divides the workload and clearly states responsibilities. Members ensure that the necessary funding and people are in place for the success of the program. The committee recruits members and volunteers, solicits donations, seeks alternative funding, publishes informational communication, and maintains ties with community organizations.

<u>GOAL</u>	<u>ACTION</u>	<u>RESPONSIBLE PARTY</u>	<u>TIMELINE</u>	<u>BUDGET</u>	<u>FUNDING SOURCE</u>	<u>COMPLETION</u>
Maintain and Improve Communication	Disseminate newsletter	Board / Chantel	Monthly	\$300	COTI	
	Create information clearinghouse with partnering organizations	Board / Chantel	Continuation		Private / Public Partnerships	
	Utilize Social Media	Board / Chantel	Ongoing		N/A	
	Distribute program information	Board / Chantel	Ongoing	N/A	N/A	
	Incorporate Main Street branding on all correspondence	Board / Chantel	Ongoing		N/A	
Seek Funding Opportunities	Create list of funding options	Board / Chantel	Ongoing	N/A	N/A	
Attend Training	Attend required and applicable trainings as needed	Board / Chantel	Ongoing		COTI	

Business Assistance

Board Liaison: Ted Lynch

Committee Description:

The Business Assistance Committee (BAC) works to strengthen and diversify the economic base by retaining businesses and recruiting new businesses. The BAC must have a thorough understanding of the commercial district's economic condition and best opportunities, monitor economic performances and focus on incremental changes that will improve the areas foundation. The BAC will seek opportunities for financial incentives and, tax benefits, changing trends, preservation, etc. that help stimulate quality economic growth. capital for building rehabilitations that will benefit local businesses and the community, as well as, continue to educate business owners on entrepreneurship

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Host Ribbon-Cutting Events	Collaborate with merchants and City Officials	Committee / Board / Chantel	Ongoing	N/A	N/A	
Improve / Change Locals Appreciation Card Program	Meet with merchants to review and restructure as necessary	Committee / Board / Chantel	Jun-15		N/A	
Track Vacant Commercial Properties	Receive updates from commercial realtors & property owners;	Committee / Chantel	Ongoing	N/A	N/A	
	Update online information with pictures	Chantel	Ongoing	N/A	N/A	
Increase Volunteerism for TIIP Program	Manage the Info Hut with assistance from Visit Tybee	Chantel	Ongoing	N/A	Visit Tybee (staffing); COTI (maintenance)	
Host Merchant Meet-Ups	Set topics and schedule quarterly / as necessary	Committee	Ongoing		N/A	
Update the property inventory database	Research changes since 2010	Chantel	Ongoing	N/A	N/A	

Additional Opportunities: 1) Increase diversity of shops. 2) host business networking events

Design / Historic Preservation

Board Liaison: Vicki Hammons

Committee Description:

The Design Committee plays a vital role in preserving and enhancing the physical appearance of Tybee Island within commercial areas and provides support of Historic Preservation efforts as part of the city's goals to preserve the character of the island. Well planned design provides an area attractive to shoppers, investors, business owners and visitors. This is accomplished by capitalizing on the best assets, such as historic features. Some design elements to creating an inviting atmosphere are attractive window displays, public parking space, building improvements, sidewalks, street lighting, and landscaping. Design activities also include instilling good maintenance practices, rehabilitating historic buildings, encouraging appropriate new construction and developing appropriate design management systems. .

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Create Design Guidelines	Support Historic Preservation Commission and City of Tybee Island with construction of document	Committee / HPC / Chantel	Current – August 2015	N/A	TIHS/COTI	
Award Façade Grants	Share information with and assist Merchants with design elements as necessary	Committee / Board	Current	\$1500 (\$500 ea.)	Donation – included in COTI: MS budget	
Increase Revolving Loan Fund applications	Encourage property owners to seek available low interest loans	Committee / Board / Chantel	Ongoing	N/A	Property Owner / Funding Agency	
	Assist in application preparation (writing / submission) as appropriate	Chantel	Ongoing	N/A	N/A	

Additional Opportunities: 1) Host Historic Preservation “hands on” activities. 2) Expand streetscape improvements, 3) Assist City with building rehabilitation information (i.e.. code review, etc.)

Promotions

Board Liaison: Brenda Marion

Committee Description:

The Promotions Committee works to increase awareness of Tybee Island's unique characteristics to shoppers, investors, new businesses, residents, and visitors through advertising, retail promotional activity, special events, and marketing campaigns.

The Promotions committee understands the unique assets and qualities of Tybee's commercial culture, the importance of partnerships, and of having a strong, positive public image for businesses throughout Tybee Island.

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Host Community Events	Third Thursdays on Tybee	Committee / Chantel	September, October 2015; March, April, May 2016		COTI; seek sponsorships	
	Movies in the Park		June, July, August 2015, June 2016			
	Community Day	Committee / Partnering Organizations	Fall 2015			
	Tybee for the Holidays:	Committee / Chantel	November 26, 2015 – January 1, 2016			
	▪ Small Business Saturday					
	▪ Lights on for Tybee					
	▪ Christmas Parade					
	▪ Other (i.e. decorating day, etc.)					
Support Merchant Activities	as appropriate	Committee / Chantel	ongoing	N/A	N/A	
Continue Main Street Newsletter	Increase merchant information & highlight attributes of the Tybee business culture	Committee / Board	ongoing each month		COTI	

Additional Opportunities: 1) Host Historic Preservation Month event; 2) Promote / Highlight visual arts