

CAPE CHARLES, VA MAIN STREET, INC.

Regular Board Meeting Agenda

Monday April 12, 2021

Zoom Remote

6:00 PM

- 6:00 pm Call to Order; Roll Call
- 6:05 pm Moment of Silence / Pledge of Allegiance (only if at the office)
- 6:05 pm **ANNUAL MEETING:**
ELECTION OF OFFICERS for FY 21-22:
President, Vice President, Secretary, Treasurer (V)
- REGULAR BOARD MEETING:**
- 6:10 pm Order of Business:
- Welcome new Board member **Merchant Liaison, Terry Carney**
 - Approval of meeting current agenda and prior meeting minutes
 - Handouts: Committee Reports (*to include volunteer hours*)
- 6:15-6:45 pm Executive Director/Administrative: Karen Zamorski/Patty Sepety (r)
- Monthly meeting with Kyle for Designation Project (r) update
 - Website – update (r)
 - Planning for Launch – Campaign (May 1st)
 - Grant via DHCD: CDBG: update (r)
 - Retreat – Follow up
 - EV Co-Chair position
 - RCDI Program – Rural Community Development Initiative Update
 - Marketing Activities – Best Of
 - Town Update
 - VCU Student Project
- 6:45- 7:00 pm President: Tammy Holloway (r)
- New Ornament
 - New draft ornament (V)
 - How many to order (V)
 - Board Retreat results– (r)
- 7:00-7:55 pm Committee Updates – Previously distributed – Questions Only
Organization: Bill Stramm & Tom Weaver (7:00 – 7:15)
- Financial Update for prior month
 - Spring fundraising
 - RevUp/Annual Meeting (deferred to fall)
- Economic Vitality: Patsy Harris & Terry Carney (7:15-7:25)
- Main Street Connect-last meeting summary (r)
 - EV Co-Chair fulfillment-status (r)
 - Ribbon Cuttings
 - Partner with Chambers

Merchant Liaison: Terry Carney

- Feedback from MOMA/Merchants – Business Hours

Design Committee: Mollie Pickron & Reggie Widgeon (7:25-7:35)

- VA Main Street Downtown Investment Grant (DIG) due in March (r)
- Resurrecting the Sponsorship of benches, lamp posts? bricks? (r) -Reggie

Promotions Committee: Ahren Foster & Sarah Fullam (7:35-7:45)

- Update on Social Media Marketing results report
- Easter Egg Hunt - results – (r)
- Sidewalk Sale - status April 16-18 (r)
- Cape Charles Day - June 12th (we will have table)
- Crabby Blues - Sept 18th (we signed up for table)
- LOVE Fest Labor Day Weekend -Fri Sept 3rd-Mon Sept 6th
- Love Run 2021- (moved to Sept/Oct?) (r)
 - Committee formed w/leadership
 - Budget status
 - Keep in mind in October we will be seeking FF sponsorship

Volunteer Committee: Patty Sepety (reporting until we get Chair) (7:45-7:50)

- Volunteer needs:
 - Office person to answer phones and work on small projects
- Volunteer Coordinator fulfilment

7:50-7:55 pm NEW or UNFINISHED BUSINESS:

- Updated Conflict and Confidentiality statements to be signed by each Board member annually and sent/handed in to the office. Please contact Patty Sepety if you need copies of the statements
- New Designation Signage cost
- New Office Hours

7:55-8:00 pm

Announcements/Important Dates

- 5th Board Rally Meeting with Kyle Meyer – May 24th at 12:30 PM (always 4th Monday of the Month at 12:30) NOTE: **No April Rally**
- Next CCMS Regular Board Meeting: 2nd Mondays: May 10th 6PM
- COMMITTEE MEETINGS:
 1. ORGANIZATION: 4th Wednesdays 6 PM CCMS office/zoom hybrid
 2. ORG/Fundraising: 3rd Tuesdays 6PM CCMS office/zoom hybrid
 3. DESIGN: Grant meetings TBD
 4. ECONOMIC VITALTIY: Main Street Connects 1st Mondays at 6 PM
 5. PROMOTIONS: LOVE Run Planning TBD

SAVE THE DATES:

Main Street Connect Monday, May 3, 2021 6PM

Revup Fall TBD

D = Discussion

R= Report

V= Vote

