

**CAPE CHARLES, VA MAIN STREET, INC.**

Regular Board Meeting Agenda

Monday May 10, 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)

**REGULAR BOARD MEETING:**

6::10 pm

Order of Business:

- Welcome new Board member: *Ken Butta!*
- 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
- Grant via DHCD: CDBG: update (r)
- Marketing Activities – Best Of VA
- Board Retreat PPT and Workplans
- Town Update
- VCU Student Project - Update

645- 7:00 pm

President: Tammy Holloway (r)

- New Ornament
  - New ornament status (r)
- **Update on Grants currently in process**

7:00-7:50 pm

Committee Updates – Written reports previously distributed

Promotions Committee: Ahren Foster & Sarah Fullam (10 min)

- Updated stats on Social Media Marketing prior month/ytd (r)
- Web launch marketing plan
- **EVENT PROMOTIONS:**
  - Cape Charles Day - June 12<sup>th</sup> (we will have table)
  - Third Thursdays (r)
  - **4<sup>th</sup> of July? (table)**
  - LOVE Fest Labor Day Weekend -Fri Sept 3rd-Mon Sept 6 (we have table)
  - Crabby Blues - Sept 18<sup>th</sup> (we will have table)

Economic Vitality: Patsy Harris & Ken Butta (10 min)

- Main Street Connect-last meeting summary (r)
- Ribbon Cuttings
  - Partner with Chambers

Merchant Liaison: Terry Carney (5 min)

- Feedback from MOMA/Merchants – Business Hours

Design Committee: Mollie Pickron & Reggie Widgeon (10 min)

- VA Main Street Downtown Investment Grant (DIG) status (r)
- Sponsorship of benches (r) -Reggie

Organization: Bill Stramm & Tom Weaver (10 min)

- **New Budget status (r)**
- Financial Update for prior month
- **Fundraising kickoff??**
- RevUp/Annual Meeting (deferred to Oct)

Volunteer Committee: Patty Sepety (reporting until we get Chair) (5 min)

- Volunteer needs:
  - Board supervisors for Merchandise Table: 6/12, 7/4, 9/4, 9/18
  - Inventory of merchandise by mid June
- Volunteer Coordinator fulfilment
- NOTE: All volunteers & Board members get free red or blue volunteer Tee, see Patty for size

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

- **New Designation Signage**

7:55-8:00 pm

Announcements/Important Dates

- **Fundraising launch \_\_\_\_\_**
- **Website launch Date??**
- 5<sup>th</sup> Board Rally Meeting with Kyle Meyer – May 24<sup>th</sup> at 12:30 PM (usually 4<sup>th</sup> Monday of the Month at 12:30)
- 6<sup>th</sup> Board Rally Meeting with Kyle Meyer – Monday June 14<sup>th</sup> 12:30 PM (*this is a change*)
- Next CCMS Regular Board Meeting: 2<sup>nd</sup> Mondays: June 14 6PM
- COMMITTEE MEETINGS:
  1. ORGANIZATION: 4<sup>th</sup> Wednesdays 6 PM CCMS office/zoom hybrid
  2. ORG/Fundraising: 3<sup>rd</sup> Tuesdays 6PM CCMS office/zoom hybrid
  3. DESIGN: Grant meetings TBD
  4. ECONOMIC VITALITY: Main Street Connects 1<sup>st</sup> Mondays at 6 PM; **May meeting changed to May 17<sup>th</sup> 6 PM**
  5. PROMOTIONS: Event planning and promo TBD

### **SAVE THE DATES:**

Presentation from Frazier & Associates/DHCD to Business/Building owners (replaced MS Connect Mon. May 17<sup>th</sup>, 6:30 PM (Patty, please check this time)

MS Connect Mon. June 7, 2021 6PM

Cape Charles Day June 12<sup>th</sup>

Best of VA June/July date TBD

Third Thursdays in summer 6/17, 7/15, 8/19

July 4<sup>th</sup> parade (holiday falls on Sunday, so Monday off)

LOVE Fest Labor Day weekend 9/4-9/6

Crabby Blues Sept. 18<sup>th</sup>

Festive Fridays planning begins in August

Revup Oct TBD

D = Discussion

R= Report

V= Vote