

CAPE CHARLES, VA MAIN STREET, INC.

Regular Board Meeting Agenda

Monday September 13, 2021

In-Person & on Zoom

6:00 PM

6:00 pm Call to Order; Roll Call

6:05 pm Moment of Silence / Pledge of Allegiance

REGULAR BOARD MEETING:

6:10 pm Order of Business:

- Approval of meeting current agenda and prior meeting.
- Handouts: Committee Reports (*to include volunteer hours and trainings*)

6:15-6:45 pm Executive Director/Administrative: Karen Zamorski/Patty Sepety (r)

- Volunteer Coordinator position
- Events/Board Involvement
- Transformational Strategy Program Update
- Quarterly Report Update-Sept 16th
- Grant Status
 - DHCD: CDBG: update (r)
 - Northampton County (r)
 - WanderLove Grant
- Best of VA – certificates/magazine (r)
- Walking Tour Update
- Ornament Sales of Bailey's (r)
- Love Sign Ornament (r)
- New Designation Signage-status (r)

6:45- 7:00 pm President: Tammy Holloway (r)

- Ribbon Cuttings/New Business Announcements (d)
- COVID Heroes Award Sept. 9th (r)
- Train (r) (d)

7:00-7:55 pm Committee Updates – Written reports previously distributed

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

- SOCIAL MEDIA:
 - Updated stats (r)
 - Web launch marketing plan
 - Bench/planter sponsorship marketing
- EVENT PROMOTIONS:
 - Third Thursdays (r)
 - LOVE Fest Labor Day Weekend –(r)
 - Festive Fridays Committee kickoff 9/14/21 11:30AM-(r)

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

- Main Street Connect-Oct 4th 6PM Northampton Hotel-Best of presentation
- Website Launch – Experience with site so far (r)
- Outreach for adding events to website (d)

Merchant Liaison: Terry Carney (5 min)

- Feedback from MOMA/Merchants – Business Hours and other info sharing (r)
- New businesses contacts/feedback

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

- Sponsorship of benches update (r) -Reggie
- \$10,000 Design Grant update (r)

Organization: Bill Stramm & Tom Weaver (15 min)

- Month end and YTD financial reports for prior month
- Fundraising update (r)
- REVUP Nov 8th (d)

Volunteer Committee: Patty Sepety/Susan Burger (5 min)

- Volunteer needs:
 - Board supervisors for
 - Merchandise & Bev sales-Third Thurs: 9/16
 - Items to be moved to storage
 - Someone in office as needed to answer phones and greet visitors
- Stats of Hours/Trainings for Maestro-be sure to include committee members (r)

7:55-7:56 pm NEW or UNFINISHED BUSINESS:

- Newsletter-Patty Sepety/Susan Burger (r)

7:56-8:00 pm

Announcements/Important Dates

- Board Rally Meeting with Kyle Meyer – usually 4th Monday of the Month at 12:30
- Next CCMS Regular Board Meeting: 2nd Mondays: Oct. 11th
- 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 VITALITY: Main Street Connects 1st Mondays at 6 PM
 5. PROMOTIONS: Third Thursdays event September finale

SAVE THE DATES:

Third Thursday 9/16

Main Street Connect Oct 4th 6PM in person at Northampton Hotel

Transformational Strategy Workshops – October 20th

Festive Fridays planning begins Sept 14th 11:30AM (save dates: 11/26, 12/3, 12/10, 12/17, 12/24)

Revup Nov 8th at Firehouse? TBD

D = Discussion

R= Report

V= Vote