

CAPE CHARLES, VA MAIN STREET, INC.
Regular Board Meeting Agenda **REVISED**
Monday October 11, 2021 **postponed till October 25, 2021**
Zoom
6:00 PM

6:00 pm Call to Order; Roll Call

6:05 pm Moment of Silence / Pledge of Allegiance if in person

REGULAR BOARD MEETING:

6:10 pm Order of Business:

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

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

- Transformational Strategy Program Update
- Quarterly Report Update-Due to DHCD October 15th
- Town Report – Will deliver at Rev Up
- Grant Status
 - Small Business Covid Relief: update on closing (r)
 - Northampton County (r)
 - WanderLove Grant-submitted 9/29/21
 - Social Media Reporting
- Walking Tour Update
- Map Update – 3200 Remain
- Ornaments remaining to be sold as of 10/4/21 (r):
 - Kelly's 172
 - Bailey's 285
 - Love Sign's 411. Should the stores sell? (d)

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

- Train move update (r)

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

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

- SOCIAL MEDIA:
 - Updated stats (r)
 - Website marketing plan
 - Bench/planter sponsorship marketing
 - Posting of merchant donors
- EVENT PROMOTIONS:
 - Third Thursdays (r)
 - Festive Fridays Committee- meeting biweekly until Nov. next is 10/12 11:30 AM (r)

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

- Ribbon cuttings Oct 8th (r)
- Main Street Connect-Oct 4th (r)
- Website update (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)
- New Designation Signage-permit status (r)

Organization: Bill Stramm & Tom Weaver (15 min)

- Month end and YTD financial reports for prior month
- Fundraising update (r)
- REVUP Nov 8th venue Cape Charles Christian School (d)
- No Fundraising meetings until further notice
- Transition to new Org leadership in January-Tom retiring and Board Succession

Volunteer Committee: Susan Burger (5 min)

- Volunteer outreach (r)

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

- Newsletter-Susan Burger (r)
- Online sales of Tees at discount (d)

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: at RevUp Nov 8th
- COMMITTEE MEETINGS:
 1. ORGANIZATION: 4th Wednesdays 6 PM CCMS office/zoom hybrid
 2. ORG/Fundraising: 3rd Tuesdays 6PM (NOT Currently Meeting)
 3. DESIGN: Grant meetings TBD
 4. ECONOMIC VITALITY: Main Street Connects 1st Mondays at 6 PM
 5. PROMOTIONS: Festive Fridays meetings biweekly until Nov. 10/12, 10/26
11:30 AM via zoom

SAVE THE DATES:

Transformational Strategy Workshops – October 21st*

Revup Nov 8th at Cape Charles Christian School

Festive Fridays 11/26, 12/3, 12/10, 12/17

D = Discussion

R= Report

V= Vote