

CAPE CHARLES, VA MAIN STREET, INC.

Regular Board Meeting Agenda

Monday December 13, 2021

Zoom and in-person

6:00 PM

6:00-6:05 pm

Call to Order; Roll Call

Moment of Silence / Pledge of Allegiance

REGULAR BOARD MEETING:

Order of Business:

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

6:05-6:25

Special Guest: Paul Grossman with update on Housing Conference

6:25-6:50 pm

Executive Director/Administrative: Karen Zamorski/Patty Sepety (r)

- Transformational Strategy Program-status
- Grant Status
 - Small Business Covid Relief: update on closing (r)
- Walking Tour Update
- Map Sales/Reprint status-23 blocks sold as of 12/06 deadline; \$3,700 raised.
- Ornaments remaining to be sold (r):
 - Kelly's 146
 - Bailey's 234
 - Love Sign's 186 (12/6)
 - New Merchant Liaison for 2022

650- 7:00 pm

President: Tammy Holloway (r)

- Train move update (r)
- Succession Plan

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 promotions
 - Bench/planter sponsorship marketing
- EVENT PROMOTIONS:
 - Festive Fridays Committee-update (r)

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

- Main Street Connect-(r)
- Website update (r)
- Outreach for adding events to website (d)
- Update on Workforce Housing Initiatives

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-Reggie (r)
- DHCD visit from Kathy Fraizer Thurs. Dec. 2nd.

Organization: Bill Stramm & Tom Weaver (15 min)

- Month end and YTD financial reports for prior month
- Fundraising update (r)
- REVUP (r)
- Conflict of interest and confidentiality forms to be signed annually
- Org Co-Chair applications status (r)
- Policies prepared by Tom Weaver (r)(d)

Volunteer Committee: Susan Burger (5 min)

- Volunteer outreach (r)

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

- Newsletter-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: January 10th
- 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 To be determined:
 4. ECONOMIC VITALITY: Main Street Connects 1st Mondays at 6 PM
 - 5.

SAVE THE DATES:

Festive Fridays Last one 12/17

Festive Fridays Review/Report: January 10th report to Board (Sarah Fullam)

D = Discussion

R= Report

V= Vote