

CAPE CHARLES, VA MAIN STREET, INC.

Regular Board Meeting Agenda

Tuesday, February 15, 2021

Zoom

6:00 PM

6:00-6:05 pm

Call to Order; Roll Call

Moment of Silence / Pledge of Allegiance (if in person)

REGULAR BOARD MEETING:

6:05-6:10 pm

Order of Business:

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

6:10-6:30 pm

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

- Transformational Strategy Program- workplan status
- Grant Status
 - Small Business Covid Relief: update on extension (r)
- Walking Tour Update (r)
- VMS Grant – Kyle -status (r)
- VMS First Year Services – Fundraising meeting w consultant (r)(d)
- Map Sales/Reprint status (r)
- Ornaments
 - LOVE reorder status(r)
 - New ornament to be chosen(d)
- Grants to be completed
 - EDA & 2 VTC Grants
- Merchandise Table at CC Day March 5th & Sidewalk Sale

6:30- 6:50 pm

President: Tammy Holloway (r)

- Train -abatment and architect meeting status (r)
- Succession plan and board recruitment
 - Nominations for President & VP for March elections(d)
 - 2022 Merchant Liaison replacement(d)
- 10th Anniversaries promotion update
- Board Retreat (d)
- ESVA Tourism Summit Feb. 28, 9:30AM-3:00 PM

6:50-7:00 pm

Member at Large: John Hozey, Town of Cape Charles Report

- Reverse Angle Parking

7:00-7:55 pm

Committee Updates – Written reports previously distributed

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

- SOCIAL MEDIA:
 - Updated stats (r)
 - CCVC:
 - reach: 9,614
 - engagements: 1301
 - likes: 89
 -

- CCMC:
- reach: 8,005
- engagements: 4,532 (up 118%!)
 - likes: 35
- LOVE Run logo (d)
- Website marketing promotions(d)
- Bench/planter sponsorship marketing(d)
- EVENT PROMOTIONS:
 - Festive Fridays Committee-Final Report & Financial Outcome(r)
 - Valentine's Event (r)
 - Spring activities-Easter Bunny update (r)(d)
 - LOVE Run status (r)(d)

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

- Main Street Connect-(r)
- Website update (r)
- Outreach for adding events to website (d)
- Sidewalk Sale (r)
- Update on Workforce Housing Initiatives (r)
- New Business Update
 - Tim's Place and Convenience closed; will become Salt & Sand Family Rest. and Just Peachy Convenience
 - Popcorn Factory
 - Drizzles update
 - Edible Picasso
 - Asbury Collective
 - AJ's update

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

- Sponsorship of benches update-Reggie (r)
- \$10,000 Design Grant update-Mollie (r)
- New Designation Signage-permit status-Reggie (r)

Organization: Bill Stramm (15 min)

- Month end and YTD financial reports for prior month(s)
- Conflict of interest and confidentiality forms-status (r)
- Org Co-Chair applications status (r)
- Policies prepared by Tom Weaver (r)(d)

Volunteer Committee: Susan Burger (5 min)

- Volunteer outreach (r)
- Volunteer hours for the month & all time (r)
 - January volunteer hours – 111
 - All time hours - 8759

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

- Newsletter-Susan Burger (r)

7:56-8:00 pm

Announcements/Important Dates

- Next CCMS Regular Board Meeting: March 14th
- COMMITTEE MEETINGS:

1. ORGANIZATION: 4th Wednesdays 6 PM CCMS office/zoom hybrid
 - a. ORG/Fundraising: 3rd Tuesdays 6PM (NOT Currently Meeting)
 - b. ORG/Grants: as needed
2. DESIGN: Grant meetings as needed
3. ECONOMIC VITALITY: Main Street Connects 1st Mondays at 6 PM
4. PROMOTIONS: LOVE Run Committee- weekly zoom Mon. 1-2 PM Jan-April.

SAVE THE DATES:

ESVA Tourism Summit Feb. 28, 9:30AM-3:00 PM

MS Connects First Mondays until summer -contact Patsy Harris for details

March 5, 2022 - Cape Charles Day (CCMS Booth)

March/April Sidewalk Sale (TBD) (CCMS Booth)

March/April Board Retreat (TBD)

April 16, 2022 - Easter Bunny on Mason Ave

April 23, 2022 - LOVE Color Run

July 4, 2022 - Parade and Festivities (CCMS Booth)

September 3, 2022 – LOVE Fest w/the English Channel Band (CCMS Booth)

Oct/Nov Rev Up TBD

Nov. 25 – Dec. 16, 2022 Festive Fridays

D = Discussion

R= Report

V= Vote