

CAPE CHARLES, VA MAIN STREET, INC.

Regular Board Meeting Agenda

Monday March 14, 2021

Zoom (w in-person option)

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:

- Introduction of any guests
- Approval of meeting current agenda and prior meeting minutes.
- Handouts: Committee Reports (*to include trainings, volunteer hours*)
- ELECTION OF OFFICERS
 - Slate of officers
 - Bill Stramm: President
 - Patsy Harris: Vice President
 - Patty Sepety: Treasurer
 - Patty Sepety: Secretary
 - Nominations from the floor?
- Welcome of New Board Members Gerry Taylor and Jay Abella
- Promotions Co-chair Position vacant
- Organization Co-Chair position vacant
- Merchant Liaison position: status
- Local Gift Card Program
- Newsletter

6:10-6:30 pm

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

- Transformational Strategy Program-status
- Grant Status
 - Small Business Covid Relief: (r)
 - VTC/MLP Grant – Completed and submitted
 - Video Grant – Need Project Leader
 - VMS DIG FY 2022 Grant – Kyle -status (r)
 - Downtown Investment Grant (DIG FY 2023) : Due April 28, 2022
 - Northampton County Infrastructure Grants (Tammy)
- Walking Tour Update (r)
- Map Sales/Reprint status (r)
- Ornaments
 - LOVE – back in stock(r)
 - New ornament (r)
- Work Plans-update (d)
- New Accreditation Standards
- Office Administrative Assistant position-update

6:30- 6:50 pm

President: Tammy Holloway (r)

- Idea for Strawberry Street Outreach

- 4 pt Approach Committees for big projects like Fundraising, Big Events like Love Run etc....
- MSC: board members should attend
- Grant Updates
- Workforce Housing Update
- Train -status (r)
- ESVA Tourism Summit (r)
- Board Retreat (d)

6:50-7:00 pm

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

7:00-7:55 pm

Committee Updates – Written reports previously distributed

Promotions Committee: Ahren Foster (10 min)

- SOCIAL MEDIA:
 - Updated stats (r)
 - Website marketing promotions(r)
 - Bench/planter sponsorship marketing(r)
- EVENT PROMOTIONS: Karen
 - Cape Charles Day update (r)
 - Spring activities-Easter Bunny update (r)
 - LOVE Run- update (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)
- Job Fair update(r)
- Safety Training update (r)
- Workforce Housing Initiatives update(r) see Tammy's report
- New Business Update (r)

Merchant Liaison: OPEN (5 min)

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

- Sponsorship of benches update-Reggie (r)
- \$10,000 DIG FY 2022 update-Mollie (r)
- New Designation Signage-installation status-Reggie (r)

Organization: Bill Stramm (15 min)

- Fiscal Year 2023 budget submission (r)
- Month end and YTD financial reports for prior month(r)
- Conflict of interest and confidentiality forms-status (r)
- Org Co-Chair applications status (r)
- Procedures & Policies to be adopted(v)
- FY 2023 Fundraising

Volunteer Committee: Susan Burger (5 min)

- Volunteer outreach (r)
- Volunteer hours for the all-time & the prior month (r)

- All Time Hours - 9051
- Feb. Volunteer hours - 292

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: April 11th
- COMMITTEE MEETINGS:
 1. ORGANIZATION: as needed or
4th Wednesdays 6 PM CCMS office/zoom hybrid
 - a. ORG/Fundraising: 3rd Tuesdays 6PM (NOT Currently Meeting)
 - b. ORG/Grants: as needed
 2. DESIGN: as needed
 3. ECONOMIC VITALITY: Main Street Connects 1st Mondays at 6 PM
 4. PROMOTIONS: LOVE Run Committee- weekly zoom Mon. 1:30 PM Jan-April.

SAVE THE DATES:

MS Connects First Mondays until summer -contact Patsy Harris for details NEXT: April 4th
 Board Retreat March 19th
 Sidewalk Sale April 8-10th
 Easter Bunny on Mason Ave April 16th
 LOVE Run April 23rd
 Parade and Festivities July 4th
 LOVE Fest w/the English Channel Band Sept 3rd (CCMS Booth and Co-producer of event)
 Rev Up Oct TBD
 Festive Fridays Nov. 25 – Dec. 16, 2022

D = Discussion

R= Report

V= Vote