

**CAPE CHARLES, VA MAIN STREET, INC.**

Regular Board Meeting Agenda

Monday April 11, 2021

IN-PERSON W/ Zoom 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*)

6:10-6:30 pm

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

- Introduction of new Merchant Liaison
- – Meeting with Kyle Meeting
- Grant Status
  - Small Business Covid Relief: (r)
  - VTC/MLP (VA Tourism Corp/Mkt Leveraging Program) (r)
- Walking Tour Update (r)
- Map Sales/Reprint status (r)
- Ornaments
  - New ornament – design status (keep confidential) (r)
- Office Administrative/Mkt Assistant position-update
- LOVE Run Status Update -
- National Main Street Conference

6:30- 6:50 pm

President: Tammy Holloway (r)

- Idea for Strawberry Street Outreach-update
- Grant Updates
  - VMS DIG FY 2022 Grant – Kyle -status (r) 4/28/22
  - Northampton County Infrastructure Grants
- Workforce Housing Update
- Train -status (r)
- Board Retreat 5/7/22 At Civic Center (d)

6:50-7:00 pm

Member at Large: John Hozey, Town of Cape Charles Report (John will be out of town)

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 (w/Reggie) (r)
- EVENT PROMOTIONS:
  - Easter Bunny 4/16/22 update (r)
  - LOVE Run- 4/23/22 update (r)(d) Karen
    - Registrations 87 - \$1785; sponsors 11- \$3500

- Band hired-Escandalo Norteno
- Tee shirt design (r)

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

- Main Street Connect-(r)
- Website update (r)
- Outreach for adding events to website (d)
- Sidewalk Sale (r)
- Job Fair (r)
- Safety Training update (Ken) (r)
- Workforce Housing Initiatives update(r) see Tammy's report
- New Business Update (r)
- Video for website (Jay & Patsy w/support from Karen)

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 & Gerry Taylor (15 min)

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

Volunteer Committee: Susan Burger (5 min) (or Karen, if Susan absent)

- Volunteer outreach (r)
- Volunteer hours for the all-time & the prior month (r)
  - All Time Hours - 9244
  - March Volunteer hours -193

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: May 9th
- COMMITTEE MEETINGS:
  1. ORGANIZATION: as needed or
    - 4<sup>th</sup> Wednesdays 6 PM CCMS office/zoom hybrid
      - a. ORG/Fundraising: 3<sup>rd</sup> Tuesdays 6PM
      - b. ORG/Grants: as needed
  2. DESIGN: as needed
  3. ECONOMIC VITALITY: Main Street Connects 1<sup>st</sup> 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: May 2nd  
 Board Retreat May 7<sup>th</sup> (THIS IS A CHANGE)  
 Easter Bunny on Mason Ave April 16th  
 LOVE Run April 23<sup>rd</sup>  
 National Main Street Conference - Big Bash May 18<sup>th</sup>, Richmond VA

Parade and Festivities July 4th

LOVE Fest w/the English Channel Band Sept 3<sup>rd</sup> (CCMS Booth and Co-producer of event)

Annual Meeting/Rev Up Oct TBD

Festive Fridays Nov. 25 – Dec. 16, 2022

D = Discussion

R= Report

V= Vote