

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

Regular Board Meeting Agenda

Monday June 13, 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

**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 & Tara Ashworth (r)

- Grant Status –
- Walking Tour Update- (r)
- Map Sales/Reprint distribution (r)
- Gift Card Program survey (r)
- Best of VA - press release (r)
- Ornaments
  - New ornament – announcement/sales (r)
- National Main Street Conference May 16-18 in Richmond VA (r)
- Strategic Plan & Work Plans

6:30- 6:50 pm

President: Tammy Holloway (r)

- Grant Updates
  - VMS DIG FY 2022 Grant – Kyle -status (r)
- Workforce Housing Update
- Train -status (r)

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 & Tara Ashworth (10 min)

- SOCIAL MEDIA:
  - Updated stats (r)
  - Bench/planter sponsorship marketing (w/Reggie) (r)
- EVENT PROMOTIONS:
  - 4<sup>th</sup> of July -float/booth
  - LOVEFest committee formation
  - Festive Friday committee formation
  - NEW: Promotions Co-Chair needed

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

- Main Street Connect-(r)
- Video for website (Jay & Patsy w/support from Karen)
- Footprints for Strawberry Street design (r) (Ken & Jay)

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 & Pat James (15 min)

- Month end and YTD financial reports for prior month(r)
- FY 2022-2023 Fundraising (r)
- Remove Patty Sepety as signer on bank accounts and add \_\_\_\_\_(v)

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 - \_\_\_\_\_
  - Month Volunteer hours - \_\_\_\_\_

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

- Newsletter-Susan Burger (r) or Karen

7:56-8:00 pm

Announcements/Important Dates

- Next CCMS Regular Board Meeting: \_\_\_\_\_ None in July or August???
- COMMITTEE MEETINGS:
  1. ORGANIZATION: as needed or  
4<sup>th</sup> Wednesdays 6 PM CCMS office/zoom hybrid as needed
    - a. ORG/Fundraising: 3<sup>rd</sup> Tuesdays 6PM as needed
    - b. ORG/Grants: as needed
  2. DESIGN: as needed
  3. ECONOMIC VITALITY: Main Street Connects 1<sup>st</sup> Mondays at 6 PM (not in summer)
  4. PROMOTIONS:
    - a. LOVEFest Committee begins \_\_\_\_\_
    - b. Festive Fridays begins \_\_\_\_\_

**SAVE THE DATES:**

Independence Parade and Festivities (we usually have a tent & need volunteers) 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 TBD  
Strategic Planning Oct TBD  
Festive Fridays Nov. 25 – Dec. 16, 2022

D = Discussion

R= Report

V= Vote