

CAPE CHARLES, VA MAIN STREET, INC.

Regular Board Meeting Agenda

Monday August 8, 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 (r)

- Grant Status –
- Walking Tour Update- (r)
- Gift Card Program survey (r)
- Ornaments
- Strategic Plan & Work Plans

6:30- 6:50 pm

President: William Stramm (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 (10 min)

- SOCIAL MEDIA:
 - Updated stats (r)
 - Bench/planter sponsorship marketing (w/Reggie) (r)
- EVENT PROMOTIONS:
 - LOVEFest committee formation
 - Festive Friday committee formation
 - NEW: Promotions Co-Chair needed

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

- Main Street Connect-(r)
- Video for website (Jay 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)
- \$20,000 DIG FY 2022 update-Mollie (r)
- New Designation Signage-installation status-Reggie (r)

Organization: Gerry Taylor & Pat James (15 min)

- Month end and YTD financial reports for prior month(r)
- FY 2022-2023 Fundraising (r)
- Status of bookkeeper/Admin of office

Volunteer Committee: Susan Burger -written report only(5 min)

- Volunteer outreach (r)
- Volunteer hours for the all-time & the prior month (r)
 - All Time Hours -10,345
 - Month hours -582

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: Sept 12
- COMMITTEE MEETINGS:
 1. ORGANIZATION: as needed or
4th Wednesdays 6 PM CCMS office/zoom hybrid as needed
 - a. ORG/Fundraising: 3rd Tuesdays 6PM as needed
 - b. ORG/Grants: as needed
 2. DESIGN: as needed
 3. ECONOMIC VITALITY: Main Street Connects 1st Mondays at 6 PM (not in summer)
 4. PROMOTIONS:
 - a. LOVEFest Committee begins _____
 - b. Festive Fridays begins _____

SAVE THE DATES:

LOVE Fest w/the English Channel Band Sept 3rd (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