

# Cape Charles Main Street, Inc.

Cape Charles Civic Center  
Regular Meeting (Rescheduled)  
January 28th  
6:00 P.M.

1. Call to Order; Roll Call
2. Moment of Silence / Pledge of Allegiance
3. Order of Business
  - A. Program Manager – Prioritization of Tasks and Duties
    - i. Board Restructure (Andy Buchholz)
    - ii. Love Sign & CCBA Updates (Tammy Holloway)
    - iii. Branding Initiative- Banners, Wayfinding, Trademarking, DHCD Contract Extension (Shelly Gorman & Tammy Holloway)
    - iv. Train Car (Tammy Holloway)
    - v. Signature Event (Patsy Harris)
    - vi. Annual Conference for Main Street (Shelly Gorman)
    - vii. VMS Annual Report (Shelly Gorman)
    - viii. Upcoming DCHD Affiliate Grant Use (Shelly Gorman)
    - ix. Marketing Leverage Grant & 50 Years of Love (Tammy Holloway)
    - x. Ciniva Update (Shelly Gorman/Patsy Harris)
    - xi. Workplan & Budget Session (Shelly Gorman)
    - xii. Rev-Up (Patsy Harris & Bill Stramm)
    - xiii. VA’s Cape- Strategy, Licensing, Signature Items (Patsy Harris & Susan Eidam)
    - xiv. Legal Advice (Susan Eidam)
    - xv. Marketing & Branding “Main On Mason” (Susan Eidam)
  - B. Committee Reports
    - i. Organization (Bill Stramm & Donna Moyer)
      - a. Fundraising-End of Year Campaign, Giving Tuesday and Update
      - b. Newsletter
      - c. Financial Reports
    - ii. Design (Tammy Holloway & Mollie Pickron)
      - a. Strawberry Square
      - b. Parking
      - c. Wayfinding
    - iii. Economic Vitality (Susan Eidam)
      - a. Economic & Market Project Update
      - b. Fundraising through Branded Merchandise
      - c. Inventory
    - iv. Promotion (Carol Evans & Patsy Harris)
      - a. Festive Fridays & Promotional Items Summary
      - b. Water Bottle Usage
5. Other Items for Future Consideration
6. Announcements / Resources
7. Next Meeting(s): 1/29 Board Work Session  
2/4 Budget and Workplan Session

2/11 Annual Meeting & Regular Board Meeting

8. Motion to adjourn

CAPE CHARLES MAIN STREET, INC. Work Session with National Main Street & DHCD December 6th, 2018  
Cape Charles Civic Center 10:00AM MINUTES

Tammy Halloway called the meeting to order at 10:00 a.m.

CCMS Board Members in attendance – Patsy Harris, Bill Sramm, Mollie Pickron, Susan Eidam

Also attending – Jen Lewis, Shelly Gorman, Matt Wagner of National Main St. and Kyle of DHCD

Matt gave background of their commitment to Main St. Discovered lack of strategic approach among groups. They have worked with 12 communities in VA. Will leave us with a draft work plan.

Looked at three areas of market data – 1. Data from research firms 2. Survey results 3. Local/regional assets that can play a role

Discussion of assets ensued

- Recommended strategies – build upon existing markets
- Do pop-ups
- New business pitch event

Kyle brought up helpful items

- Commercial District Affiliate Grant – opens on January 3, 2019
- Event – do one and do it well. Kathy Laplont at the call center can help with events

Shelly suggested putting our goals, plans and deliverables in buckets to show what we're currently doing and what we need to tackle. Discussion and reporting of four committees ensued: Organization, Design, Economic Vitality and Promotions.

Resources discussion

- How do volunteers work? Chair people should be project managers
- Commercial District Affiliate Grant can be used for wayfinding
- Do we qualify for Commercial Development Block Grant?
- Local resources – countywide and shore-wide

Ryan announced the date for 2019 Virginia Downtown Intersections are 7/22 – 7/24 in Lynchburg, VA

Discussion of Business District Revitalization Grant.

Shelly reminded board about the Center for Non-Profit Excellence website. She sent codes.

Motion to adjourn at 2:00. Passed unanimously

**Minutes for CCMS Fundraising Committee Meeting**  
**Thursday December 13, 2018**  
**Cape Charles Civic Center – 6 p.m.**

1. Call to order at 6:15 by Bill Stramm

2. Roll call:

Present: Bill Stramm, Patty Sepety, Donna Moyer, Jim Stannard, Patsy Harris, Rob Harris, Andy Buchholz, Tammy Holloway, Bill Payne, Rachel Leyco, Shelly Gorman (PM).

Absent:

Bill Stramm welcomed and thanked the committee members for coming and provided an agenda. (Later he will provide the Mission/Vision Statement, the breakout of pie pieces in dollars & the goal for our fundraising effort & what it's to be used for.)

Members introduced themselves and shared their relationship to the committee. Patty Sepety agreed to take the minutes.

3. New Business

A. **Establish Goals of Subcommittee**-formulate a strategy plan for the next year using the agenda as a guide. Money coming in from 1. Giving tree on FB; 2. End of year fund; 3. Amazon Smile.

Promote CCMS-Need volunteers to go out and ask.

Volunteers-need to be recruited

Inform-Set a purpose and explain: Capital Campaign

How much is needed? – Set campaign goal after get more data from other committees. Note: we are competing with a lot of other groups for funds.

For what? Top priority is a website; Streetscape-Tammy attended first meeting yesterday; some ideas were memorializing benches and opportunities for sponsorship. There was discussion about lamp posts being installed further up the road starting at the Brewery. Town taxes pays for some, but not all.

B. **Initial Brainstorming for Fundraising Methodologies & Strategies**

Who should support?

Property owners may support something that improves their property values. Other support may come from utilities, government, vendors.

We are working toward being a “designated” Main Street. There are 5-600 across the USA and 25-30 in VA.

Typical Sources for Main Street – Memberships; Town taxes; grants, events, foundations

Fundraising Plan- to approach businesses: draft a letter to vendors signed by a local business owner; we have a list of private individuals and

businesses; Others to include banks, builders, hotels, landscapers; even if not in town they reap benefits of CCMS growth.

Per Bill P: Marketing vs Sales: we must promote our brand, then we can sell, How does it benefit me? **Can increase business revenue for businesses and increase property values for residents.** Leads to the Ask, the Sell. Per Tammy & others: Donors give to something they can relate to. Need to customize the message to the donor. Could have memberships and add business logos to events. We need not be in a hurry. We will hear more soon from design about sidewalk pavers, flower pots and lamp posts. **Good use of dollars now is in marketing.** Shelly listed some buckets which were later assigned to some attendees as follows:

1. **Local Business**-Rob Harris.
2. **Corporate/Industrial/Financial**-Tammy & Andy.
3. **Individuals/Residents**-Bill & Bill
4. **Foundations**-Patty w/ help from Bill S.
5. **Grants**-Donna & Jim.
6. **Events**-Patsy & Rachel.

Annual Pledge Drive/Campaign and a Signature Event To raise visibility of our brand. Tammy and others discussed Taste of Cape Charles to include food, arts, culture as well as beverages. Could include booths for businesses not right in downtown area. May market to hotels and B&B's. Do in early March or April when stores reopen and get the businesses open sooner. Could have a progressive dinner. Make family friendly. Connect with contacts at ESVA and Northampton Chamber leaders.

4. Volunteer hours:
5. Next meeting is set for Tuesday, **January 22 6 PM to at Civic Center. Note: Board Retreat meeting is January, 6, 2019.**
6. Committee adjourned at 7:15 PM.

CAPE CHARLES MAIN STREET, INC. Board Retreat & Work Session  
January 6<sup>th</sup>, 2019  
Kiptopeke State Park-Cabin D 10:00 AM MINUTES

Meeting called to order at 10:00 by Andy Bucholz

Board members present – Bill Stramm, Donna Moyer, Mollie Pikron,  
Tammy Halloway, Susan Eidam, Carol Evan, Patsy Harris

Andy motion to go into Closed Session in accordance with Section 2.2-3711-A of the Code of Virginia of 1950, as amended for the purpose of:

Paragraph 1: Discussion, consideration, or interviews of prospective candidates for employment; assignment, appointment, promotion, performance, demotion, salaries, disciplining, or resignation of specific public officers, appointees, or employees of any public body; and evaluation of performance of departments or schools of public institutions of higher education where such evaluation will necessarily involve discussion of the performance of specific individuals. Specifically for employee matters.

Motion to return to Open Session made by Bill Stramm

Motion to certify to the best of each member's knowledge (i) only public business matters lawfully exempted from open meeting requirements under this chapter and (ii) only such public business matters as were identified in the motion by which the closed meeting was convened were heard, discussed or considered in the meeting by the public body. Roll call vote. Carried unanimously.

Board Structure was discussed by Tammy – history, what's working, by laws.

Discussion followed – ideas to make changes to board. Suggested to have on of the co-chairs of 4 committees on board but both don't have to be, get a volunteer to be secretary of board, executive committee members not required to chair a committee, president and vp of board to oversee 2 committees each, training for board members.

Mollie Pikron requested an overview of process of when minutes are needed and not. The upshot was going forward agenda and minutes for every

committee meeting need to be submitted to point person who liases with town. That is Shelly for now.

Strategic planning discussion –

- Quick fundraiser suggested by Susan Eidam – sell Cape Charles stickers to stores for \$2.00. They resell for whatever. To be voted on at January board meeting.
- Susan and Patsy are to work with shop/business owners on using brand. Get design guidelines to them and add a website form to gain agreement on how to use.
- Bill Stramm suggested creating commemorative ornaments using buildings in Cape Charles.
- Need to vote on products CCMS will sell exclusively

Road to Main Street Designation/ VA Downtown. Next deliverable is maps. Tammy is working on these and has 3 design vendors. Including in grant app.

Each committee to develop work plans with budget needs

Rev-up meeting discussion – date February 25. To include volunteer recognition.

Signature event discussion – date April 27

Train car saga continues but CCMS has the car. Need to board up windows etc.

Motion to adjourn at 2:00 p.m. Carried unanimously

Cape Charles Main Street Rev-Up Planning Work Session  
January 10, 2019  
5:30 p.m.

Patsy Harris called the meeting to order at 5:39  
Board members present – Patsy Harris, Carol Evans, Bill Stramm

A preliminary schedule of events was decided on for Rev-Up meeting on February 25, 2019.

Sign in table at front door with name tags. Drink ticket to be given there. Bill is checking with Andy re: providing the beer/wine

Start time 6:00 p.m.

Andy Bucholz will call the meeting to order and announce board elections

Committee updates will be given using quadrant slide from Main Street ppt. –  
What we've done and goals for 2019

- Organization
- Economic Vitality
- Design
- Promotions

Patsy agreed to put together a slide show of photographs which will be shown next.

Bill Stramm will do Volunteer Recognition giving each volunteer a t-shirt. Bill asked that each committee chair names and shirt sizes to him.

Food and drinks to be served at the conclusion. Bill and Carol are going to look into food options from Coach House and Brewery.

Meeting adjourned at 6:40



# Cape Charles Main Street, Inc.

## Board of Directors

**President**

**Vice President**

**Secretary**

**Treasure**  
Non-Board

**Program Manger**  
Non-Board

**Organization**  
Co-Chairs

**Economic Vitality**  
Co-Chairs

**Promotions**  
Co-Chairs

**Design**  
Co-Chairs

Volunteer Mgt  
Fundraising  
Grants

Audit of Businesses  
Market Analysis

Marking  
PR

Logo/Branding  
Street Scape  
Way Finding  
Parking

Communication Plan

