

CAPE CHARLES, VA MAIN STREET, INC.

Regular Board Meeting Agenda

Monday May 11, 2020

Zoom Remote Meeting

6:00 PM

- 6:00 pm Call to Order; Roll Call
- 6:05 pm Moment of Silence / Pledge of Allegiance
- 6:10 pm Order of Business:
- Approval of meeting current agenda and prior meeting minutes
 - Handouts: Committee Reports
- 6:15-6:25 pm Program Director/Administrative: Karen Zamorski/Patty Sepety (r)
- Map Project – progress (r)
 - Ornament –order status- (r)
 - Website – update (r)
 - July 4th – merchandise sales?
 - Survey monkey – Business Survey Results
- 6:25- 6:45 President: Tammy Holloway (r)
- **Covid 19**
 - **Big Picture impact Business/ Town/CCMS :**
 - Now: helping all of our businesses in CC
 - In the works:
 - How to relaunch we are open for business
 - VATC/EVVA tourism calls: TGH attending weekly
 - Marketing Think Tank group on Relaunch: combining resources.
 - What we are doing to get businesses ready: masks, signs, etc.
 - **Business Outreach:**
 - Zoom Business Community Calls (every two weeks, next one: May 20th 3pm)
 - Sharing ever changing resources, tools and data: if you find something you think should be shared send to Karen, copy me and Andy, she is the clearing house. And is keeping track of what, when and where things are shared.
 - **Grant Update:**
 - NC Tourism Grants (bathrooms, video, lovefest, love run and Festive Fridays)
 - VTC: on hold
 - AARP: Design will report
 - VAESCF Update?
- 6:45-7:55 pm Committee Updates – Previously distributed – Questions Only
- a. Organization: Bill Stramm & Tom Weaver (6:45- 7:10)
 - i. Fy21 Budget
 - ii. 2020 Cape Charles In Motion
 - iii. In-house or outside production
 - b. Economic Vitality: Patsy Harris & Leigh Greer (7:10-7:25)
 - i. Restaurant Take Out weekend

- ii. Corporate Sponsor Tri-fold Draft (r)
 - iii. Business Outreach Program: Sign ups
 - iv. Business Welcome Packet
 - v. Main Street Connect Report on May 4th
 - vi. Leigh Greer – Follow up plan for ideas generated from Main Street Connect discussions with merchants
- c. Volunteer: Cathy Fox (report?) (7:25– 7:35)
- i. Volunteer for Database work
- d. Design Committee: Mollie Pickron (written report) (7:35-7:45)
- i. SSP Phase 2 benches in and to be stored?
 - ii. Strawberry Street sub-committee
 - iii. Mason Avenue Beautification
 - iv. AARP Grant subcommittee complete?
 - v. Merchant Involvement in Mason Ave project
 - vi. Wayfinding: Tammy
 - vii. Reverse Angle Parking: Tammy
- e. Promotions Committee: Laura Dodson (7:45-7:55)
- i. LOVE Run – reschedule??
 - ii. Capture Cape Charles photo collection on CCVC FB (to build stock photos)
 - iii. Regular messaging/posting strategy and schedule on CCVC FB page
 - iv. Great job Patsy for regular messaging on CCMS FB

7:55-8:00 pm

Announcements/Important Dates

- Next CCMS Meeting: Monday, June 8th 6PM
- COMMITTEE MEETINGS:
 1. ORG: 4th Wednesdays 6 PM CCMS office
 2. ORG: Fundraising: 3rd Tuesdays 6 PM

Motion to Adjourn

SAVE THE DATES:
Main Street Connect June 1
Uke Fest 6/20/20 5-9pm
July 4th Parade and Tent
LOVE Fest partnering? 9/5/20

D = Discussion
 R= Report
 V= Vote