

CAPE CHARLES, VA MAIN STREET, INC.

Regular Board Meeting

Monday, June 10, 2019

Cape Charles Civic Center 6:00 PM

6:00 pm Call to Order; Roll Call

6:05 pm Moment of Silence / Pledge of Allegiance

Order of Business:

Approval of Prior Meeting(s) minutes (*2 months provided by email in advance to Board*)

Handouts: Committee Reports

6:10 pm Program Director/Administrative: Karen Zamorski/Patty Sepety

- Welcome Anna Vita Lee, interim board member
- Designation Goals
 - Reporting needed:
 - Trainings
 - Business info
- Maestro Demo for Board – Video Demo 7-10 minutes
- Intersections Conference: attendance
- VTC Leveraging Grant Projects:
 - Map
 - Social Media Specialist
- Event Reports
 - Event Logistics, Budget Sheet (see example Crabby Blues Fest)
 - Report of Crabby Blues success Karen

6:25 President: Tammy Holloway (r)

- Summer of LOVE update
 - **Distribution of Guides, when, where, who**
 - Save the dates:
 - June 22nd Citizens for Central Park/Library Picnic (Donna)
 - July 4th in parade
 - July 6th LOVE fest
 - July 11th LOVE Golf Cart Parade
 - August 16 & 17 Lovin Art Weekend: see promotions
 - June 17th Main Street Consultant visit
 - Summer of Love Kickoff-Media Event: June 29th 11-2pm New Church Welcome Center

6:35-6:45 pm Updates:

- **Report or Results of work session???? (Andy)**
- CCBA: (r) Tammy Holloway
 1. Meeting with Anna Vita Lee

6:45-7:35 pm

Committee Updates – Previously distributed – Questions Only

- a. Organization: Bill Stramm/ Donna Moyer (6:35-6:45)
 - i. Fundraising
 - ii. Board Structure
 1. Volunteer and Board Recruitment
 - iii. Master List of Projects/tasks
 - iv. Newsletter
 - v. Grants:
 1. Northampton County Tourism Infrastructure: Map (Tammy)
 2. Northampton County Tourism Infrastructure: Train (Tammy)
 3. Main Street Pitch (Karen)

- b. Design Committee: Mollie Pickron/Tammy Holloway (6:45-6:55)
 - i. SSP – **Bench memorial plaque follow up report-Mollie**
 - ii. Wayfinding:
 - iii. Parking
 - iv. War Memorial/Adjacent seating area
 - v. Streetscape:
 1. 207 Mason spruce up
 2. Lamppost/banners: (Tammy update)
 3. Streetscape Strategy and Plan: Frazier Associates

- c. Promotions Committee: Patsy Harris/ Carol Evans (6:55--7:15)
 - i. Website
 - ii. Paint your LOVE" in Cape Charles August 16th and Love is in the Air August, 17th
 - iii. Taste of Cape Charles October 12th; event
 - iv. VA's Cape- Strategy, Licensing, Signature Items

- d. Economic Vitality: (7:15-7:35)
 - i. **Naming of Chair/Co-Chair**
 - ii. **Merchant Liaison**
 - iii. Commercial District Merchant Engagement on committees/board

7:35-7:40 pm

Announcements:

- Next CCMS Meeting:
 - _____ Work Session

- Motion to Adjourn

D = Discussion

R= Report

V= Vote