

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

**Regular Board Meeting Agenda**

**Monday November 9, 2020**

**Zoom Remote**

**6:00 PM**

- 6:00 pm                      Call to Order; Roll Call
- 6:05 pm                      Moment of Silence / Pledge of Allegiance (only if at the office)
- 6:10 pm                      Order of Business:
- Approval of meeting current agenda and prior meeting minutes
  - Handouts: Committee Reports (*to include volunteer hours*)
- 6:10-6:35 pm                Program Director/Administrative: Karen Zamorski/Patty Sepety (r)
- Set up Monthly meeting with Kyle for Designation Projects – worksession
  - November 30<sup>th</sup> – Designation meeting with businesses and Kyle 6-7 pm
  - Map Project – distribution status (r)
  - Ornaments sales update (r)
  - Website – update (r)
  - Replacement Board Position-Volunteer Chair
  - Historic Walking Tour App (after website)
  - DelmarvaLife update link (r)
  - Grant via DHCD: CDBG: update (r)
  - NC - \$2,000 awarded for LOVE Fest – Reimbursement just requested
  - DHCD-half in for the microsite video (\$3500 of \$7000 total)
  - Board Retreat – January?
- 6:35- 6:55                      President: Tammy Holloway (r)
- Covid 19 Update-tourism report
  - Grants - Updates
    - HARTbeat of Main Street grant
    - Northampton Train Grant – Next Steps
    - CDBG COVID Relief Grant \$845,115
    - NC Tourism \$7,500 awarded for Festive Fridays,
    - VTC/WanderLOVE - \$10,000 awarded
    - VTC Recovery Marketing Leverage Program -NEW \$20,000 awarded from a grant Karen wrote in September.
    - Grant video Northampton County
- 7:00-7:50 pm                Committee Updates – Previously distributed – Questions Only
- Organization: Bill Stramm & Tom Weaver (7:00 – 7:15)
    - Financial Update
    - PPP Grant \$12,100- “forgiveness” (r)
    - 2020 Cape Charles In Motion (r)
    - Grant Writer for 2021
    - Newsletter update & editor needed
    - Taxes, PPP reports
    - Subcommittee on cash flow meeting Report (r)

Economic Vitality: Patsy Harris & Leigh Greer (7:15-7:25)

- Corporate Sponsor – Status of Fundraising Program
- Business Outreach Program: Progress and Status
- Main Street Connect Promotion
- Leigh Greer –
  - Feedback from MOMA
  - Merchandise Sales for Festive Fridays

Design Committee: Mollie Pickron & Reggie Widgeon (written report) (7:25-7:35)

- Merchant Involvement in brainstorming session for new projects
- Festive Friday decorations for poles in town

Promotions Committee: Ahren Foster & Sarah Fullam (7:35-7:45)

- Update on Social Media Marketing
- Festive Fridays, Tammy, Board Liaison(r)
- Love Run 2021- Path forward

7:45-7:55 pm NEW or UNFINISHED BUSINESS:

Workforce support at Northampton HS – Andy Buchholz to update

7:55-8:00 pm

Announcements/Important Dates

- Next CCMS Meeting: Monday Dec.14th 6PM
- COMMITTEE MEETINGS:
  1. ORG: 4<sup>th</sup> Wednesdays 6 PM CCMS office (on hold until January)
  2. Org Fundraising: 3<sup>rd</sup> Tuesdays 6PM CCMS office-*not meeting until 2021*
  3. Festive Fridays Committee Wednesdays via zoom
  4. Website Committee: In production- not currently meeting

Motion to Adjourn

**SAVE THE DATES:**

MS Connect November Monday, Dec 7th location TBD (**WILL THEY MEET?**)

Festive Fridays Thanksgiving to Christmas

Board Retreat TBD

Revup deferred to March 2021

D = Discussion

R= Report

V= Vote