

Senoia Downtown Development Authority
Meeting Minutes – January 14, 2014

Members in attendance – Suzanne Helfman (SH), Rhonda Moye (RM), Gail Downs (GD), Crystal Boudreaux (CB), Rachel Wood (RW) (late arrival), Jennifer Mears (JM), City Liaison Jeff Fisher (JF), and Scott Tigchelaar (ST) – late arrival

Visitors in attendance – Jim Preece – Table Talk (JP), Suzanne Pengelly – Senoia Coffee & Café (SP), Dennis McMasters (DM)

- Meeting called to order at 7:00 PM @ Welcome Center

OLD BUSINESS

- Approval of February 2013 meeting minutes
 - Motion to approve – CB
 - 2nd Motion – JM
 - All in favor – 4 eligible
 - Opposed – 0

- Treasurer’s Report as of February 28, 2013 – Given by GD
 - Bank of the Ozarks – \$ 2523.64
 - Bank of North Georgia – \$ 99738.82
 - City Account – \$ 2000.00
 - Combined Total – \$ 104262.46

 - Motion to approve February Report – RM
 - 2nd Motion – CB
 - All in favor – 6
 - Opposed – 0

COMMITTEE REPORTS

- Design Committee Update (given by RM)
 - Met at the regular time
 - Richard Ferry and Dennis McMasters attended
 - Discussion revolved around the median project
 - Couple of weeks before presenting final dollars needed
 - DM presented High level thought process
 - Been challenged to think big
 - Lay it out on paper
 - To present to the city
 - High Level Plan
 - Median from gazebo to Johnson
 - 3 trees
 - 3 lights
 - Remove existing trees
 - Pick new one that are the same
 - Same growth pattern

- China Maple
 - Elm
 - Holly
 - Sun Magnolia
 - Will present a “shopping list” with pricing to pick from
 - Some for right away purchase some for later
 - Film company has been given pricing to restore the medians
 - Irrigation has been destroyed
 - The time to restore irrigation is before Stalwart restores median
 - Lighting options – night or up lighting
 - Run speaker wire to end of street by gazebo for events
 - Bore needed for wiring to Johnson
 - Irrigation – need two zones
 - Stub outlets for decoration lighting
 - Need to get all frame work done while street is being redone by the city
 - Benches that exist
 - Move to the sidewalk area
 - Focus new plantings around lamp posts
 - Table & seating on bump outs
 - Suggest to shop owners what to put in planter boxes
 - Median for trees/new plants/lighting
 - Focus on gazebo as separate project
 - Committed to be DDA funded
 - Get a plan on paper
 - Council will decide what will happen and when - create phases
 - Hanging baskets off light posts with irrigation (drop emitter)
 - Bump out needs focus
 - Not necessarily benches
 - Existing trees are blocking view and light posts and signage
 - Sod is best solution in the short term
 - Existing lights on solid concrete
 - Need to see how much can be removed to run new wire and add pavers
 - Existing planters unattractive due to no irrigation
 - Cheat sheet for merchants on what to plant
 - Covert planters benches possible
 - If we want it – put it in the plan
 - Merchants were not aware they were responsible for planters in front of their store
 - City does not want to maintain them
 - Remove turn area in the median?
 - Do not encourage any traffic across the medians
 - Planters or pots need to included and need to be consistent
 - If the space is created maybe we could open the space for local merchant to maintain – ex: Senoia Garden Center
 - Ask City to find the development of a master plan for what it all should look like by a landscape artist/architect
 - Proved a list of all options of what is wanted to architect to present to City
 - DM will provide a proposal to committee for information he has already researched
- Gazebo discussion

- Enhance sign and lighting
 - Elevate the gazebo
 - Expand gazebo
 - Fountain added
 - City could provide guidelines for design
 - Try to create a focal point that does not exist in town like a courthouse or square
 - Any money spent on beautification will draw more people
 - Concentrate on walkability
 - Final quote for new banners
 - Replace 30 banners and damaged poles
 - New grommet system to aid with wind
 - Enhance the color
 - \$ 2728.70 – includes installation and tax on material
 - Motion to purchase new banners NTE \$3500
 - Motion to Approve – SH
 - 2nd Motion – RW
 - All in Favor – 6
 - Opposed – 0
 - Get bids for landscape architect to make a plan
 - Ask city to contribute to the costs
 - Include the bridge on Travis Street
 - There is leeway in GA Power proposal for bridge lighting
 - Need to start again
 - DM will finish his plan and will include costs
 - RM will talk to city regarding landscape architect
 - Blade project
 - RM and Richard F walked the install sites
 - Should be ready within next couple of weeks
- Senoia Merchant Group Update (given by JP)
 - Met at regular time
 - April 11 – Friday Open House event
 - Fayette Women has ½ page area remaining for advertisement - \$390
 - Motion to get ½ page ad in Fayette Women magazine NET \$430 with focus on Open House, Sidewalk Sale, City-wide Yard Sale and Memorial Day
 - Motion to Approve – JM
 - 2nd Motion – GD
 - All in Favor – 6
 - Opposed - 9
 - Upcoming events discussion happened
 - St Patrick’s Day weekend generates a lot of traffic
 - Business need to submit individual comments for Senoia Scene
 - Promotion Committee Update (given by GD)
 - Met at regular time
 - Updates were sent regarding Memorial Day
 - Working on entertainment
 - Forms to vendors/food court will be sent

- Parade participants will be notified
 - Addition to this year's event of Coweta County Fire Dept.
 - Fun added attraction
 - Fire safety
 - Sign up for free smoke detectors
 - Will have boot drive for Explorer program for HS students that want to be fire fighters
 - Need volunteers – organized by Kay S.
 - Army Band will be returning
 - 9th Year
 - Same format as past events
- Economic Restructuring Committee Update (given by SH)
 - Met at regular time
 - Goals for 2014 discussed
 - Downtown map under construction
 - American Planning Association will be here in April
 - Side trip to Senoia and Pinewood
 - 55 people
 - GIS will supply map underlay
 - Merchant locations will be added
 - Graphics will be included to make a handout
 - Availability of store fronts discussed
 - Many merchants want to come to Senoia
 - Rental rates fluctuate based on owner and property size
 - Discussion regarding power and Travis St. bridge occurred

MEMBERSHIPS

- SAHS – each member gets an individual membership
- SABA – No dues for 2014
 - Need someone to attend SABA and report back to DDA
 - 4th Tuesday of the month in the evening

2014 GOALS

- Each committee needs to discuss goals
- Anything that needs to come board can be brought

NEW BUSINESS

SENOIA VISION

- What do we want to be?
- Mainstay is historic value
- Needs to be maintained
- Collectively find the overlap between the groups what is wanted
- Make certain we following guidelines to maintain historic value
- Entertainment industry may not be sustaining

- Ordinances help protect what you want to maintain
- How restrictive do we want to get to preserve
- More detail consensus of the DDA mission statement
- If you want the strictness of Madison or Savannah you need ordinances
- Our overall mission is about the look of the town
- DDA mission is obvious
 - Design thoughts
 - Economic development
 - Promotion
- City Needs
 - something to help draft ordinances based on final vision
 - Want city organizations to tell the city government how to proceed
 - Each group to come up with something they want the city to have more control over
- How to control – scale/color/material
- Define standard of town
- Not easy to put on paper
- People stay because of the feeling of a small town
- Overall vision with specifics
- Broad statement with specifics
- May 14 deadline
- There will be redundancy between groups
- Assemble the groups after conclusion of project

PM MARKETING UPDATE

- The monthly stats were provided to note taker to be included to be included in the minutes
 - Enjoy Senoia Facebook – 5065 likes to date
 - 80% of people who LIKE the page are women, ages 35-44
 - Most of the likes are from: (in this order) Newnan area, Senoia area, Atlanta area, Peachtree City area
 - On post made about Zac Brown’s new restaurant reached 11400 people. One post made about the Woodbury Shoppe reached 2700. Average reach per post is 1000.
 - Enjoy Senoia website
 - Not available for February report. I have had problems with the website about three months now. It is very slow, very hard to make posts, times out when people are on the page, and now the statistics page has disappeared. I am currently checking into the new updated format/theme.
 - Enjoy Senoia Blog – 30563 views
 - Twitter – 1987 tweets, 1382 followers
 - Foursquare – 2852 total check-ins and 895 visitors to the page
 - Constant Contact News Letter – Senoia Scene
 - News Letter – Senoia Scene
 - March issue sent March 1st
 - 102 emails were sent
 - 56 emails were open
 - St. Patrick’s Day communication

- Sent March 1st
- 102 emails were sent
- 49 emails were open
- A list can be generated of the people that have not opened the emails

EXECUTIVE SESSION

- Motion to go into Executive Session regarding real estate
 - Motion to Approve – SH
 - 2nd Motion – CB
 - All in Favor – 7
 - Opposed – 0

ANNOUNCEMENTS

- None

ADJOURN

- Motion to Adjourn at 9:35 PM
 - Motion to Approve – RW
 - 2nd Motion – RM
 - All in favor – 7
 - Opposed – 0