

Senoia Downtown Development Authority
Meeting Minutes – May 13, 2014

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

Visitors in attendance – Jim Preece – Table Talk (JP)

- Meeting called to order at 7:03 PM @ Welcome Center

OLD BUSINESS

- Approval of April 2014 meeting minutes
 - Motion to approve – CB
 - 2nd Motion – GD
 - All in favor – 6
 - Opposed – 0

- Treasurer’s Report as of April 30, 2013 – Given by GD
 - Bank of the Ozarks – \$ 2523.62
 - Bank of North Georgia – \$ 98273.59
 - City Account – \$ 1570.00
 - Combined Total – \$ 102367.21

 - Motion to approve April Report – ST
 - 2nd Motion – RM
 - All in favor – 6
 - Opposed – 0

COMMITTEE REPORTS

- Design Committee Update (given by RM)
 - Met at the regular time
 - Audio tables were discussed
 - Awning framework from old Founder’s restaurant available for use
 - Possible for a façade grant upgrade
 - Not suitable for curved windows
 - Information Box for Welcome Center
 - Enclosed box mounted at Welcome Center to display notices
 - Welcome Center not a user friendly location
 - Who makes the decision what goes in the box and what doesn’t
 - Inquiry will be made to see if we can use ½ of the box already mounted at City Hall
 - Pam M. could come up with graphic poster
 - Design team will go to Richard Ferry to ask
 - Poster could be updated quarterly
 - Recap of 2013 Tour of Homes was discussed
 - Looking for homes for the 2014 tour

- Promotion Committee Update (given by GD)
 - Met at regular time
 - Memorial Day event talked about, all things in place
 - List of places where volunteers will be needed is available
 - 7 AM – 1 PM shift needs the most volunteers
 - Sovereign Hope Church will have approx. 20 people from noon on
 - Looking for DDA members to volunteer
 - Come to the Welcome Center @ 7 AM on Memorial Day
 - Sunday, May 18, 3:00 PM set for cleaning out the back room of the Welcome Center
 - Take the material out to the trailer by public works
 - Volunteers with trucks would be nice

- Economic Restructuring Committee Update
 - Did not meet in April

- Senoia Merchant Group Update (given by JP)
 - Met at regular time
 - Discussed the Downtown Visioning Letter mostly
 - Need to get more local people involved
 - General Commercial zoning needs to be expanded to Barnes and Baggerly Way
 - One lot on Seavy is commercial
 - Quality businesses should be welcomed
 - Parking lot started commercial off Main
 - Case by case basis should be evaluated by city council
 - Story property on Barnes will be available soon
 - Gin property includes commercial zoning
 - A lot of space on Main will need to be filled in first before expansion
 - Plenty of focus area for next 5 years
 - Find space for more parking
 - Lot across from Post Office will be discussed soon
 - Town needs to be open
 - Stores open 7 days a week
 - 23 people in attendance
 - Need to change the terminology for Downtown Senoia
 - Need a full time Downtown Director
 - Need to revisit the part-time employee DDA position
 - DDA establish the position and maybe the city will take it over if it works
 - Put it on a future agenda
 - Last mention was SH and RF working on a job description
 - Maybe we can borrow from the Newnan job description

BRIDGE LIGHTS

- City is going to pay to have them installed
 - Table this until that is complete

NEW BUSINESS

SOUTHERN GROUND SENOIA SOCIAL

- 2nd Annual will occur on July 5th
- Shut down Main Street
- 2013 has been evaluated on what worked and what didn't
- All day event
- Bigger and better than last year
- Security will be better
- Trash collection will be included
- Motion of DDA to Co-Sponsor the Southern Ground Senoia Social
 - Motion to Approve – ST
 - 2nd Motion – JM
 - All in Favor – 6
 - Opposed - 0

SPEAKER SYSTEM FOR MAIN STREET

- Sound bills for events get larger and larger each time
- Bids are needed
- Ron Simpson is moving to Senoia
 - In charge of RCS Productions
 - Books talent for events
 - Interested in talking with a person in charge
 - Has expertise he can share
- Wesly Culpepper charges
 - Ballfield event - \$700
 - Memorial Day - \$550
 - Depending on the event and the material used the bill can be larger
- Bluetooth technology can be used
- Need expert to consult with do decide what we want
- Wireless system would be the best

PM MARKETING UPDATE

- The monthly stats were provided to note taker to be included to be included in the minutes
 - Enjoy Senoia Facebook – 5375 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, Fayetteville
 - Posts Most Viewed
 - Raleigh Studios/Times Herald article
 - 5300 reached
 - 140 post clicks
 - 380 comments, likes and shares
 - Woodbury Autographed Walls
 - 3500 reached
 - 2700 post clicks

- 184 likes, comments and shares
- Zac Brown and Southern Living
 - 2300 reached
 - 119 post clicks
 - 48 comments, likes and shares
- Enjoy Senoia website
 - Not available for April report.
- Enjoy Senoia Blog – 31654 views
- Twitter – 2134 tweets, 1499 followers
- Foursquare – 3017 total check-ins and 939 visitors to the page
- Constant Contact
 - News Letter – Senoia Scene
 - May issue sent May 1st
 - 102 emails were sent
 - 55 emails were open
 - May 6th communication
 - Sent May 6th
 - 102 emails were sent
 - 62 emails were open
 - A list can be generated of the people that have not opened the emails
 - Bounced Mail
 - Senoia Optimist Club – Undeliverable
 - Tony.bell@edwardjones.com
 - Blossom and Bloom – Mailbox full

ANNOUNCEMENTS

- Parade form in Newnan Paper in Wednesday and possible in the Citizen

ADJOURN

- Motion to Adjourn at 7:50 PM
 - Motion to Approve – CB
 - 2nd Motion – ST
 - All in favor – 6
 - Opposed – 0