

Senoia Downtown Development Authority
Meeting Minutes – August 12, 2014

Members in attendance – Suzanne Helfman (SH), Gail Downs (GD), Crystal Boudreaux (CB), Scott Tigchelaar (ST), City Liaison Jeff Fisher (JF), Late Arrival Jennifer Meares (JM)

Visitors in attendance – Tracy Brady, Lynn Loggin

- Meeting called to order at 7:00 PM @ Welcome Center
- Approval of September 2014 meeting minutes
 - Motion to approve – ST
 - 2nd Motion – CB
 - All in favor – 4
 - Opposed – 0
- Treasurer’s Report as of September 30, 2014 – Given by CB
 - Bank of the Ozarks – closed
 - Bank of North Georgia – \$ 113279.96
 - City Account – \$ 818.58
 - Combined Total – \$ 114098.54

 - Motion to approve September Report – ST
 - 2nd Motion – GD
 - All in favor – 5
 - Opposed – 0

OLD BUSINESS

COMMITTEE REPORTS

- Promotion Committee Update (given by GD)
 - Met at the regular time
 - Car Show critique occurred
 - Best year so far
 - Opinions to better it for next year
 - Food court location change?
 - More car spots
 - Light up Senoia – Dec 6
 - Clydesdales – 12:30 to 2:30 Dec. 6
 - Do not want to overlap with Light up Senoia event
 - Determine route for horses
 - Food Court open early between 11 and 12
 - Stage location needs to be determined
 - Speakers out to play music – set up early and left for parade
 - Rotary Club will do the Santa workshop
 - Dusty the clown will return
 - Tour of Homes
 - Volunteers needed to docent and make cookies

- Car Show proceeds
 - 16308.06 – revenue
 - 5256.43 - expenses
 - 11051.63 – net proceeds
- Katie Lou's approached both SH and GD regarding BBQ in the food court
 - BBQ vendor wants to be here every event that he provides golf carts
 - Katie Lou's closed early and ran out of food
 - BBQ vendor rents the golf carts to provide them for events
 - BBQ vendor paid for his spot and turned in 10% of proceeds just like all others in the food court
 - Situation is not worth worrying about
 - Principle has been set
 - Katie Lou's is good with liquor by vendor events
 - Can't have it both ways
 - Optimists did postpone their BBQ event until the next weekend
 - Has anyone revisited the issue since it was a great day and they had to close early?
 - DDA has events to promote business and Senoia
 - People do not recognize what the DDA does
 - Address this in Senoia Scene
 - What is the DDA
 - All members are volunteers
 - We promote businesses
 - Mostly complaints from merchants – no praise
 - GD thanked all volunteers
 - A lot of compliments from participants
 - More volunteers than ever before
- Design Committee Update (given by SH)
 - Met at the regular time
 - Walked up and down Main Street
 - Made notes for improvements – Rhonda M has the list
 - Hollberg's windows need to be addressed
 - They are willing to talk about it
 - DDA willing to support financially
 - Chemical available to remove covering
 - Process to make it attractive is available
 - Black plastic on Hollberg's warehouse is starting to peel
 - One more home is needed for the Tour of Homes
 - Harvey's
 - Forini's
 - Robert's
 - Cary
 - SAHS
 - Maybe the Methodist Church
 - Put a band on the street?
- Economic Restructuring Committee Update (given by SH)

- Met regular time
- New people came
- Talked about Trolley Plan
 - Need to talk to ST about a partnership
 - Need location for propane gas
 - Where to park it is an issue to be discussed
 - Need to move forward
- SAHS invited ED to have next meeting at 6 Couch Street
 - DDA Board invited to attend
 - Wednesday, October 22, 7 PM
 - Everyone can see what they have to offer

SPEAKER SYSTEM UPDATE

- New speakers arrived the Thursday before the car show
- Mango dollies are an additional expense
- Storage provided by ST
- Additional set ups are available for future expansion on other streets if needed
- Motion for the expense of the mango dollies - \$ 2177.64 (total for 2 each)
 - Motion to Approve – ST
 - 2nd Motion – GD
 - All in Favor – 5
 - Opposed – 0

NEW BUSINESS

ADVERTISING

- 2013 ad in the Fayette Women magazine was \$450 that listed all Senoia's holiday events
 - Motion to put an ad in 2014 issue of Fayette Women to promote Senoia holiday events
 - Motion to Approve – ST
 - 2nd Motion – CB
 - All in Favor – 5
 - Opposed – 0
- Ad in the Newnan-Times Herald is \$1200
- GD will reach out to Guineva Weaver regarding an ad in the Citizen
- The Lifestyle is only an online publication

OUTLETS ON MAIN STEET (added agenda item)

- 2 outlets are needed on Main Street in the median
 - Is this a public works concern or does a vendor need to be hired
 - Someone needs to communicate to Richard Ferry and confirm it is okay to install outlets
 - ST will be point of contact for locations
 - JF will check on the work order with the city

APP FOR VISITORS

- Great Southern Publishing (GSP) has been suggested to develop an app
- There is confusion between QRC and App
- Does GSP have previous creations that can be reviewed
- Cost would be \$6500 – shared 50/50 between the city and DDA
- Suggested segments
 - Historic Homes
 - Filming
 - Ghost Stories
- Click on the Historic Home segment
 - Take you to the home
 - History narrated
 - Video?
- Is this basically a digital version of existing brochures?
- SAHS has developed a new DVD about Senoia and it is great
- Possibly place QRC code on historic home signs?
- Concept is good for a self-guided tour
- McDonough company is another source
- Not enough experience to make it user friendly
- Use of a mobile website is an option
- Need to add discount or coupon of some sort to help monitor how it is working
- Not enough information yet
- Company not a good fit
- Resources for other options are needed

PM MARKETING UPDATE

- Not available at the time of the meeting or minute typing.

ANNOUNCEMENTS

- Halloween Trick or Treat on Main Street
 - Decent merchant response – very positive
 - 27 store fronts participating
 - Ben Helms and Sarah Fay will be notified
 - Tracy will send flyer to Pam for posting on the DDA website
 - Merchants are very excited
 - Merchants have been encouraged to have a coupon/card for the adults to promote return
 - Can build on it in future years depending on response
 - Some merchants will have it inside some outside
- Waking Dead Coffee shop will open on Halloween
 - Lower 48 (old Fabulous Frocks location)
 - ST will provide SH with hours for an announcement in Senoia Scene
- New physician opening an office in 42 Main (old Papp space)
 - Private practice

- Queens Jewels is relocating to Senoia from Fayetteville
- New restaurant coming soon
- LumberOne renting space at 42 Main
- Woodscapes is closing
- Proposal for more restaurant/merchant space is being developed for Planning and Zoning review
- New salon – Red Dahlia – coming to 48 Main

ADJOURN

- Motion to Adjourn at 8:05 PM
 - Motion to Approve – ST
 - 2nd Motion – CB
 - All in favor – 5
 - Opposed – 0