

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), Jennifer Meares (JM), Rachel Wood (RW), Rhonda Moye (RM)

Visitors in attendance – Tracy Brady

- Meeting called to order at 7:00 PM @ Welcome Center
- Approval of December 2014 meeting minutes
 - Motion to approve – ST
 - 2nd Motion – CB
 - All in favor – 7
 - Opposed – 0

- Treasurer’s Report as of December 31, 2014 – Given by CB
 - Bank of North Georgia – \$ 107631.78
 - City Account – \$ 663.69 (Does not carry over to 2015)
 - Combined Total – \$ 107631.78

- Motion to approve December Report – RW
- 2nd Motion – RM
- All in favor – 7
- Opposed – 0

OLD BUSINESS

COMMITTEE REPORTS

- Design Committee Update (given by RM)
 - Did not meet at the regular time
 - Committee worked on the Tour of Homes
 - Previous Main Street Walk (for beautification opportunities)
 - Developed a list of goals – easy fixes – wish list
 - Second Hand Sam’s parking lot structured not being maintained
 - Needs to sprayed for under growth
 - Trellises planting needs to be taught to climb
 - Tenant feels not their responsibility it the owners (absentee)
 - Awnings need help
 - Senoia sign for City Hall in the works
 - Replica of the old depot sign
 - Mounted to the far left side
 - Maybe put up an informational sign for town activities
 - Benches
 - Arbor between Welcome Center and Katie Lou’s
 - Committee members talked to Katie Lou’s owners
 - Sidewalk not finished to Baggerly Way
 - Feel it is not safe to invite pedestrian traffic

- Bike Shop door needs oil
 - Beads and Lace wooden doors need improvement
 - Maureen S was to script a letter from HPC
 - Directional signs need updating (RM responsibility)
 - Ms Wendy's/Gail's Antiques old electrical box needs to be done away with
 - Hollberg's warehouse plastic film on windows are cracked
 - Foxx Hollow owners need to be talked to regarding entertaining a façade grant
 - SH will talk to them
 - Bench areas
 - Need terra pots with sand for cigarette butt problem
 - RM will bring cost estimate to DDA
 - Not sure who will empty them
 - Hollberg store exterior talks continue
 - Vacant lot need poles removed and grass maintained
 - Planters need seasonal flowers/plantings
 - Planters in front of merchants have fake flowers
 - Let them know what would last annually
 - Lighting the Bridge
 - Should discuss what we want before getting a meter
 - Plan needs to be made to know who would be responsible for meter
 - Meter depends on the light volume
 - Action points will be brought to the next design meeting
 - Tour of Homes was worked on most
- Economic Restructuring Committee Update (given by SH)
 - Did not meet in December
 - Promotion Committee Update (given by GD)
 - Did not meet at the regular time
 - Email was sent for critique of Light Up Senoia and Home Tour
 - Memorial Day will be 10th Annual will be discussed at the next meeting
 - Home Tour
 - 580 tickets sold
 - Largest ever
 - Maybe we could design a tee shirt for next time
 - Key in on Senoia merchandise
 - Sell our brand opportunity
 - Sell an ornament
 - People came because of vent not necessarily homes on the list
 - Need to address pedestrian traffic due to volume
 - Maybe we could offer a higher level of ticket with better amenities (ride/dinner)

BOLLARDS

- Expenditure was approved months ago
- Granite hitching posts offered as an option to the cement ones
- Switching to the different style
- \$3375 for 8 posts
 - 6 feet long – 8 – 10” square
 - Bury them – need to decide how much to stick out
 - Can public works install them?
 - Find a contractor to do install – SH will contact Randy for suggestions
 - Need weight for unloading options (not included in delivery)

NEW BUSINESS

DOWNTOWN VISIONING

- This was due to the City back in July 2014
- Complaints have been submitted regarding signage in town
 - Control needs to go back to HPC instead of Bob Warner
- Need a color palate for downtown
- Sign ordinance needs an esthetic section
- Needs to be in HPC
- Signs need to match the historic décor
- Writing something is easy/enforcing it is hard
- Needs to say what can't be done vs. what can be done
- Permit for signage is needed
- Go to business owners to see what they paid for signage and say DDA will match it through a façade grant to make it better
- Maybe HPC should have designs for guidance for signage
- Could DDA have guidelines to distribute to new business owners
- Needs to meet decor of the historic building
- Guidelines need to be in accordance with ordinance regarding:
 - Neon
 - Advertising in windows
- Beautification may not be on owners minds when getting signage
- Good signage will help a business
- Ordinance should include a “theme”
 - Historically appropriateness needed
- DDA only body that will proactively do something
- Prototypes are needed
 - What historic timeframe should be used
- Years ago HPC came up with letter stating that the downtown district was on the National Registry
- Good signage needs to be adhered to
- Get together and come up with a plan to include:
 - Landscaping
 - Signage
 - Lighting
 - Outdoor furniture
 - New businesses need to spend the money to do it
- DDA needs to be proactive and come up with the plan
- Material to go with the guidelines for HPC
- Ordinance needs to come first

- DDA is the only ones that will do it
- Façade grants are back in for 2015

TOWER BUILDING

- Lease is up for the tower building
- Motion to extend the terms of current lease
 - Motion to approve – ST
 - 2nd motion – RW
 - All in Favor – 6
 - Opposed – 0
 - Abstained - 1

MEMBERSHIPS

- Motion to renew SAHS membership as individuals
 - Motion to approve – ST
 - 2nd motion – RW
 - All in Favor – 7
 - Opposed – 0

INVITATIONS

- Meeting of Chamber (Newnan/Coweta)
 - \$600 a table for 10
 - Not appropriate for DDA
- Tourism Board Meeting at Biltmore
 - Paid for ad in 2015 magazine
 - They will unveil the new cover
 - Monday – January 26 from 6-9 PM
 - ST and SH will attend
- Newnan Coweta After Hours Events
 - After hours business networking
 - Thursday Jan 22 – Dolce in PTC 5:30 – 7:30 PM
 - No attendees interested
- Future invitations will be brought to DDA meeting for consideration

ANNOUNCEMENTS

CHRISTMAS GIVING

- Richard F mentioned his Christmas gift and sweatshirt
- 2 Police officers passed on their thanks

VOLUNTEER EVENT

- Catered event will be held March 19 from 5:30 – 7:30 PM for DDA volunteers at the Stone Lodge at Merrimac Lake

NEW YEAR'S EVE 2015 FAMILY EVENT

- Brad Dunn from Cargill Meat as mentioned that they would be interested in sponsoring a family event on New Year's Eve in Senoia
- Is the DDA interested
- ST will follow up
- Add Senoia DDA name for sponsorship
- Food Court
- Music
- Corporate sponsors
- Invite Brad to next DDA meeting to talk about it (ST)

SOUTHERN GROUND SENOIA SOCIAL 2015

- Will it be in Senoia?
- Has planning started yet?
- JF mentioned that future events will be held at Merrimac Lake

REDNECK GOURMET REPLACEMENT

- No replacement is in place at this time
- Needs to be cleaned so the space can be shown to potential clients
- All ideas are welcome
- We are in a position to be selective on new tenants

ADJOURN

- Motion to Adjourn at 8:37 PM
 - Motion to Approve – ST
 - 2nd Motion – RM
 - All in favor – 6
 - Opposed – 0