

Senoia Downtown Development Authority  
Meeting Minutes – June 9, 2015

Members in attendance – Suzanne Helfman (SH), Crystal Boudreaux (CB), Jennifer Meares (JM), Gail Downs (GD), Scott Tigchelaar (ST)

Visitors in attendance – Tracy Brady, Hanna Keating (Senoia Enterprises),

- Meeting called to order at 7:03 PM @ Welcome Center
- Approval of May 2015 meeting minutes
  - Motion to approve – GD
  - 2<sup>nd</sup> Motion – ST
  - All in favor – 5
  - Opposed – 0
- Treasurer’s Report as of June 1, 2015 – Given by CB
  - Bank of North Georgia – \$ 101496.62
  - City Account – \$ 2000
  - Combined Total – \$ 103496.62
  
  - Motion to approve May Report – ST
  - 2<sup>nd</sup> Motion – JM
  - All in favor – 5
  - Opposed – 0
  
  - During the auditor visit CB needed to provide copies of invoices
    - They inquired about the loan
      - 2017 balloon payment is due - \$ 73178.66
      - A refinance is possible when due
      - Need to be aware is it out there and a decision to be made prior to due date

**OLD BUSINESS**

**COMMITTEE REPORTS**

- Design Committee Update (given by SH)
  - Met at the regular time
  - Bollards are complete
  - Banners have been replaced
  - Second Hand Sams clean up is done
  - Bike Shop doors are done
  - Info box at City Hall is installed
  - Proceeding with the bridge project
    - Staining
    - Lighting
    - Benches – possibly move the benches from 9 Main
  - New sidewalk area between Table Talk and Matts Pizza

- Benches possible there
    - Plantar/tree/greenery possible
    - No price yet
  - Two façade grant applications were submitted
- Promotion Committee Update (given by GD)
  - Met at the regular time and held after event breakdown
    - List was distributed regarding concerns and praises – if you have anything to add send to GD
    - Public thought it went well
    - Lots of compliments at the DDA tent – along with cash donations
    - Meeting with Chief Edens will be upcoming
    - Possible to re-route the parade for Light Up Senoia
    - Items that went wrong were discussed
    - Tee shirt sales went well
      - We should put one in the info box with a sign saying they are available at the Welcome Center
      - Need a square for credit card sales
        - Would help with the Home Tour
    - Memorial Day was great
    - More volunteers than normal
    - Fireworks rescheduled for Aug. 1<sup>st</sup>
- Economic Restructuring Committee Update (given by SH)
  - Met at regular time
  - Changing the meeting to the 4<sup>th</sup> Thursday of the month, effective for June meeting
  - Welcome packets are being worked on with the 2 pocket folder
    - 1 pocket – residential
    - 1 pocket – businesses
  - Main Street and Beyond – 1 pocket
    - Focused on Businesses/schools/services
  - Second Pocket
    - Focused on History/Faith/Entertainment & film
  - Packets will be distributed to people within the city limits

## MERCHANT SOCIAL

- Will be held Thursday this week at 6:30 PM at Beyond the Door – Pot luck
  - 40 – 50 people are expected
  - DDA – council – 18 to 20 merchants
  - Good feedback
  - Share ideas and a meal
  - DDA introduction should occur with positions and activity
  - No bid presentation
  - Thanks to all
  - Intended to be a social
  - Wine/tea/paper goods will be provided by DDA at minimal cost

- Motion to proceed with the wine/tea/paper goods expenditure
    - Motion to Approve – ST
    - 2<sup>nd</sup> Motion – CB
    - All in Favor – 5
    - Opposed – 0
- One big door prize has been donated
  - Biplane ride over Walking Dead sites (\$125 value)
- Welcome Center merchandise will be donated for door prizes
- Bowl for merchants to drop business cards or sign up using index card will be available
- Volunteers needed for set up on Wednesday and Thursday around 2 PM

#### A. BRADLEY DOWN/NEW YEAR'S EVE

- ST has a meeting on Wednesday to set up preliminary meeting to discuss possibilities
- SH would like to be involved and others have showed interest as well

#### **NEW BUSINESS**

##### FAÇADE GRANTS

- Moratorium has been lifted and applications will be reviewed on an as needed basis
- Merchants apply and the DDA will match costs not to exceed \$2000
- Hollberg's Furniture
  - Awnings will be mounted
  - Approved by the Design committee
  - Signage colors will change
  - Old blue sign will be removed eventually
    - Motion to approve Hollberg's façade grant for \$2000
      - Motion to Approve – ST
      - 2<sup>nd</sup> Motion – CB
      - All in Favor – 5
      - Opposed – 0
- Gypsy's
  - Exterior paint and awnings over 2 windows
  - Approved by the Design committee
  - Colors have been reviewed
    - Motion to approve Gypsy's façade grant for \$1685
      - Motion to Approve – ST
      - 2<sup>nd</sup> Motion – CB
      - All in Favor – 5
      - Opposed – 0

##### BENCHES

- DDA purchased all the old town benches
- They are hanging in there and are still in good condition
- Cost for new benches is \$397 each plus freight
- Move the benches at 9 Main to new area by Table Talk
- Need to purchase benches for the bridge area

- 4 maximum – 2 on each side
- Wait on purchasing new benches until more work is done on the bridge
- Leave the new flag up until after 4<sup>th</sup> of July

### WELCOME CENTER SIGN

- SH has looked into a new hanging sign with new DDA logo
- Cost would be \$485 from Stan Moore installed
  - 15x21 wooden sign on metal bracket
- Good price compared with others
- Motion to get new hanging sign for Welcome Center NTE \$500
  - Motion to Approve – GD
  - 2<sup>nd</sup> Motion – ST
  - All in Favor – 5
  - Opposed – 0

### FOOD TRUCKS/TRAILERS DOWNTOWN

- DDA has been asked to share their opinion on this subject
- SnoCone truck/trailer will be installed next to the florist
- This has been reviewed by the HPC
  - They said it would take 90 days to develop and guidelines
  - No ordinance to cover this issue
  - Didn't want to deprive anyone from making money
- DDA has worked hard to keep the historic integrity of the downtown area
- A precedent would be set maybe
- Grazing Here lasted only 3 months and the restaurants protested
- Ordinance is needed to be enacted by City Council
- Could hurt established businesses
- Unfair financial advantage versus building occupants paying taxes
- DDA has no power to set limitations
- One day event would be nice
- Not necessarily a good idea long term
- Other locations are possibly available instead to Main Street
- No permit is required
- Who's the customer – people walking by/people driving by
- Any permit should be short term
- Not an HPC issue
- Not appropriate for historic downtown
  - Not addressed in preservation guidelines
- This is a planning/zoning issue
- Could be good with proper regulation controlled by city council and planning/zoning
- Not sure what the DDA can do
- Individuals can speak to council
- It can detract from our image that has been built
- We will lose our charming esthetic
- Need to send a united message from the DDA
- A 30 day permit should be required
  - No regulation as to what happens in 30 days

- Need to think worse case scenario
- DDA viable reason to talk about it
- One day permit could lend to abuse
  - One day permit with limit on how many you can get per month/quarter/year
  - Needs to be exclusive of event dates
- Food vendors also need to be inspected

#### **BLUEBIRD CONSULTING UPDATE**

- Not available for this meeting

#### **ANNOUNCEMENTS**

- Sketch for bird house available for review for installation near black box by Gail's Antiques
- Possible golf cart rental business would be a good idea

#### **ADJOURN**

- Motion to Adjourn at 8:15 PM
  - Motion to Approve – ST
  - 2<sup>nd</sup> Motion – CB
  - All in favor – 5
  - Opposed – 0