

Senoia Downtown Development Authority
Meeting Minutes – April 8, 2014

Members in attendance – Suzanne Helfman (SH), Gail Downs (GD), Crystal Boudreaux (CB), Rachel Wood (RW), Jennifer Meares (JM), Municipal Rep. Jeff Fisher (JF), and Scott Tigchelaar (ST)

Not present - Rhonda Moye (RM)

Visitors in attendance – Jim Preece – Table Talk (JP), Suzanne Pengelly – Senoia Coffee & Café (SP), Tracy Brady (TB)

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

OLD BUSINESS

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

- Treasurer’s Report as of March 31, 2014 – Given by GD
 - Bank of the Ozarks – \$ 2523.62
 - Bank of North Georgia – \$ 99312.51
 - City Account – \$ 1570.00
 - Combined Total – \$ 102,406.13.46

 - Motion to approve March Report – ST
 - 2nd Motion – RW
 - All in favor – 6
 - Opposed – 0

COMMITTEE REPORTS

- Promotion Committee Update (given by GD)
 - Met at regular time
 - Memorial Day planning – need more volunteers and all of DDA to help; Kay Sutton organizing volunteers; working on guest speaker; have flags and fans

- Design Committee Update (given by SH)
 - Met at the regular time
 - Discussed vision for town – wishlist per se included historical color palette for downtown; no racks on Main Street; some asked about smoking in front of buildings; overall keep historical integrity of town and focus on historical tourism

- Economic Restructuring Committee Update (given by SH)

- Met at regular time
 - Vision – focus on historic cultural traveler; try to have consistent hours for retail shops (Maybe landlord driven in leases); push to shop local; contact DOT for counter and track traffic numbers
 - Map of town – have final from county now working on details on map and getting the layout
- Senoia Merchant Group Update (given by JP)
 - Met at regular time
 - Richard Ferry introduced visioning statement request
 - April 11 – Friday Open House event
 - Want to work toward getting more involvement in Merchant Group
 - Next meeting will focus on vision statement

GOALS AND VISIONING

- Each committee discussed vision statement – will combine goals and ideas for DDA

NEW BUSINESS

BRIDGE LIGHTS

- SH and Richard Ferry met with GA Power representative regarding fixtures for bridge lighting; will be maintained by GA Power if they handle; City agrees to pay monthly \$65.72 charge for power; asked to look for different fixture that better matches the downtown area, similar to the Grandville fixtures on Main Street with black poles, direct buried, no bases; quotes for single light is \$12,000 and double light is \$19,000; includes dark to dusk feature and GFCI power plugs on poles; City will pay and DDA to reimburse question, JF to check on matching funds possibility
- Motion to Commit Funds not to exceed \$13,000 for bridge lighting - ST
 - 2nd Motion – GD
 - All in Favor – 6
 - Opposed – 0

MAP

- Person previously handling graphics changed jobs and cannot handle so he sent SH preliminary drawing; she will find a new graphics artist and get prices for graphic design and printing
- Discussed pricing in past for design and upkeep by business
- Question regarding advertising on map – DDA funding to prevent issues between merchants so no advertising currently
- Covers area from Hwy. 16 to Johnson Street – old DDA boundary
- Motion to commit funds for graphic design not to exceed \$2500 – SH
- 2nd Motion – ST
- All in Favor – 6
- Opposed – 0

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 Feb-March and 5228 from March-April
 - 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 area
 - Anything posted about the Woodbury Shoppe has over 3000 views. Average reach per post is 1000.
 - Enjoy Senoia website
 - Not available for this report.
 - Enjoy Senoia Blog – 30,563 views in Feb; 31,086 views in March
 - Twitter – 1987 tweets, 1382 followers in Feb; 2,059 tweets and 1429 followers in March
 - Foursquare – 2852 total check-ins and 895 visitors to the page in Feb.; 2939 total check-ins and 921 visitors to the page in March
 - Constant Contact News Letter – Senoia Scene
 - News Letter – Senoia Scene
 - March issue sent March 1st
 - 102 emails were sent
 - 59 emails were open
 - April issue sent on April 1st
 - 101 emails sent
 - 56 opened
 - Returned emails from Senoia Optimist Club, Tony Bell undeliverable and Blossom and Bloom mailbox full

EXECUTIVE SESSION

- Motion to go into Executive Session regarding real estate SH
 - 2nd Motion – ST
 - All in Favor – 6
 - Opposed – 0

Back in Regular Session at 745 p.m.

ANNOUNCEMENTS

- Yard Sale event is in each individual yard not centralized in town – free permit at City Hall

ADJOURN

- Motion to Adjourn at 747 PM - RW
 - 2nd Motion – ST
 - All in favor – 6
 - Opposed – 0