

Senoia Downtown Development Authority
Meeting Minutes – August 12, 2014

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

Visitors in attendance – None

- Meeting called to order at 7:00 PM @ Welcome Center
- Approval of July 2014 meeting minutes (removal of Rachel Wood from attendance)
 - Motion to approve – CB
 - 2nd Motion – GD
 - All in favor – 4
 - Opposed – 0
 - Abstained – 1
- Treasurer’s Report as of July 31, 2014 – Given by CB
 - Bank of the Ozarks – \$ 2523.64
 - Bank of North Georgia – \$ 101377.35
 - City Account – \$ 818.58
 - Combined Total – \$ 104719.57

 - Motion to approve June Report – ST
 - 2nd Motion – GD
 - All in favor – 6
 - Opposed – 0
- Bank of the Ozarks claims that the city owns the account and would not give CB access to the account.
 - Motion to close the account and transfer the balance to Bank of North GA (SH will handle)
 - Motion to Approve – ST
 - 2nd Motion – RW
 - All in Favor – 6
 - Opposed – 0

OLD BUSINESS

COMMITTEE REPORTS

- Economic Restructuring Committee Update (given by SH)
 - Met July 23
 - Finalized input for Vision statement
 - Working on new downtown/Senoia map
 - GA Power is a good sponsor
 - Invoice has been submitted
 - Not been invoiced for printing at this time

- Design Committee Update (given by SH)
 - Met at the regular time
 - RM was not in attendance
 - Awning offered by ST would cost \$1950 to be installed
 - It would look awkward to have it installed on just one window at Hollberg's
 - They can apply for a façade grant
 - Jay walking on new median becoming a problem
 - Shame there were no curbs installed.
 - Develop a photo op spot
 - Show certain views
 - Have pavers in certain areas
 - Gazebo beautification
 - Water is present
 - Previous fountain gave life to the city
 - Location interferes with Christmas tree
 - Maybe able to move tree forward
 - Pricing has not been done
 - Need a plan/design for the area
 - Include lighting
 - Reposition some things
 - Guy the made the Depot sign replication
 - Would like to buy one
 - GD talked to him but he can't find it
 - Could be installed @ City Hall with permission
 - Home Tour
 - 3 houses confirmed
 - Pastor Bevel may be involved
 - SAHS for refreshments
 - Website date is being looked into

- Promotion Committee Update (given by GD)
 - Met at the regular time
 - Decisions for the Car Show
 - July decisions were discussed
 - Changes were made
 - B Graham (parking & parade committee) would be in charge of where/how cars are parked
 - Some in attendance questioned and disrespected the Chair
 - Not appropriate
 - Attitudes displayed were not appropriate
 - Embarrassed for visitor in attendance
 - Visitor was amazed on how it was organized
 - Need to act like gentlemen and have respect
 - JF mentioned that walking on the grass will not hurt it in September
 - DDA will support the plan brought forth by the committee
 - SH & GD will meet with Richard F to make a plan for car overflow before the next meeting

SPEAKER SYSTEM

- JVL rep will come back with proposal for event speakers
- 3 proposals forthcoming
 - 3 sets wireless on delay can be coordinated with existing DJ
 - Our own system located downtown
 - Our own system located in Welcome Center with speakers
 - ST will let the DDA Board know when proposals arrive
 - If a called meeting is necessary it will be happen

MERCHANDISE FOR WELCOME CENTER

- Hoodies are \$14.95 to purchase
- Hats/visors \$7.30 to purchase
- Tee shirts stay the same
- Proceed with hoodie (L & XL) as a test for merchandise

DDA VISION STATEMENT

- Sent to Richard F.
- Combined all committee reports submitted
 - Continued commitment to focus on the historic integrity of downtown
 - A downtown that is safe, walkable, and family friendly
 - Expand and develop downtown district in appropriate areas and prevent adjacent historic residences from being zoned commercial
 - Adequate parking and sidewalks for present and future development
 - Overall beautification of downtown
 - Stricter sign ordinances (e.g. lit signs)
 - Color guidelines for exterior paint in downtown district.

NEW BUSINESS

PM MARKETING UPDATE

- The monthly stats were provided via email
 - Enjoy Senoia Facebook – 6011 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
 - All posts this month had a reach of over 1400 most in the range of 2600 and up
 - Enjoy Senoia website
 - No stats available – the website has encountered another virus. We received a memo from Word Press to notify us of a break in security and gave instructions on how to fix it. I updated the website on Monday and it appears to be corrected. When the website was updated, it lost the stats again. This is twice that this has happened in the past year. I am looking into possibly changing the template (appearance of the main page) – and refreshing the site. I also think it would be wise of the board

to pay for an additional virus protection that is offered on the Word Press site. I did find one that was “free” and activated it today.

- Enjoy Senoia Blog – 32909 views
- Twitter – 2328 tweets, 1689 followers
- Foursquare – 3225 total check-ins and 1005 visitors to the page
- Constant Contact
 - News Letter – Senoia Scene
 - Issue sent August 1st
 - 103 emails were sent
 - 51 emails were open
 - Merchant Meeting Reminder
 - Issue sent August 15th
 - 103 emails were sent
 - 47 emails were open
 - Trip Advisor
 - App was added to the Enjoy Senoia Facebook page to encourage reviews in July
 - To date – 59 reviews have been made. You can read them on the Facebook page.

ANNOUNCEMENTS

- Trailer door is stuck
 - SH will talk to Randy about repairing it.
- GN will not be at the September meeting
- Merchant Meeting
 - Gone to quarterly meetings
 - SH talked to JP on the scheduled
 - JP agreed
 - Monthly was not a successful venture
 - JF suggested JP can create his own merchant meeting outside the DDA structure if wanted.

ADJOURN

- Motion to Adjourn at 8:17 PM
 - Motion to Approve – SH
 - 2nd Motion – ST
 - All in favor – 6
 - Opposed – 0