

Senoia Downtown Development Authority
Meeting Minutes – January 14, 2014

Members in attendance – Suzanne Helfman (SH), Rhonda Moye (RM), Gail Downs (GD), Crystal Boudreaux (CB), Rachel Wood (RW) (late arrival), Jennifer Mears (JM), and City Liaison Jeff Fisher (JF),

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

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

OLD BUSINESS

- Approval of December 2013 meeting minutes with one correction – Jim Preece was not in attendance and the Merchant Committee Report was given by Suzanne Helfman
 - Motion to approve – RM
 - 2nd Motion – CB
 - All in favor – 5
 - Opposed – 0

- Treasurer’s Report as of December 31, 2013 – Given by GD
 - Bank of the Ozarks – \$ 2523.64
 - Bank of North Georgia – \$ 104038.13
 - City Account – \$ 2000.00
 - Combined Total – \$ 1008561.77

 - Motion to approve December Report – SH
 - 2nd Motion – RM
 - All in favor – 6
 - Opposed – 0

COMMITTEE REPORTS

- Economical Restructuring Committee Update (given by SH)
 - No December meeting
 - Senoia Scene was published and distributed by PM Marketing

- Promotion Committee Update (given by GD)
 - No January meeting

- Design Committee Update (given by RM)
 - No January meeting

- Senoia Merchant Group Update (given by JP)
 - No December meeting

- Will meet at Welcome Center at regular time – 3rd Wednesday of month at 9 AM
- Talk about what to do until then
- Town wide yard sale – possibly
- Vendor events are good for merchants

DDA UPDATE TO CITY COUNCIL

- City council will be held Monday, January 27 – GD

JOB DESCRIPTION – HIRING BETTER HOMETOWN (BHT) MANAGER

- SH is working on the job description, using the previous description as a comparison
- Should be someone with a graphics background
- Will need to advertise in the GMA publication
 - Cost unknown at this time
- DDA Board will review applicants and interview for the position
- The person hired to the position will report to the Board
- Pay will be \$12 per hour for a 20 hour work week
- Hours should be Tuesday – Saturday, 11:00 – 3:00
- Motion to create the job description for BHT Coordinator for \$12/hr. 20 hr. work week and go ahead and advertise in GMA publications as well as others after Board review of the job description and include all activities needed to make this possible – NTE \$500
 - Motion to Approve – RW
 - 2nd Motion – GD
 - All in Favor – 6
 - Opposed - 0

NEW BUSINESS

GOALS FOR 2014

- It is good for the Board and Committees to set annual goals
- Brainstorm for some 2014 goals
 - BHT Coordinator
 - Signage (Design)
 - Bridge Project – Lighting
 - Improving gazebo area – Design
 - Façade Grants – NTE \$2000
 - Senoia Scene mention
 - Approved by Design committee and brought to Board for approval. When the work is complete, DDA reimbursement will happen
 - Senoia Banners on Main Street – RM will come up with some options – Design
 - Open signs – Design
 - Directional Blades – process is ongoing – Design
 - City installation vs. vendor installation
 - More hours for Welcome Center and training for volunteers
 - Maybe merchants could volunteer
 - Open on Monday
 - Open everyday except Tuesday
 - Public Restrooms

- City going to look into Southern Living portables
- Planter boxes
 - Develop a proposal for all planters to look the same
 - Center island/median design should be presented to city council
- Bulletin Board outside the Welcome Center – Design

MEMBERSHIPS

- SABA and SAHS
 - SAHS is increasing the membership fees
 - Will hold off until notice comes from SAHS
 - SABA – unsure what the new dues is
 - Delay membership applications until February

WILSON RIDE

- Gentleman regarding the ride not available to discuss it

PM MARKETING UPDATE

- The monthly stats were provided to note taker to be included to be included in the minutes
 - Enjoy Senoia Facebook – 4747 likes to date
 - 80% of people who LIKE the page are women, ages 35-44
 - Number one post this month was about The Woodbury Shoppe's move – 5100 people saw it with 561 clicks and 299 likes. Second highest post was about Hollberg's Fine Furniture – 2400 people saw it with 260 clicks and 120 likes
 - Enjoy Senoia website – 5057 December visitors – 9223 reads
 - Top pages searched – Senoia Merchants, Filming in Senoia, Southern Ground
 - Words used to search in November – Senoia GA, Senoia, Southern Ground, movies filmed in Senoia, Senoia GA Walking Dead
 - How do people find our website: (1) EnjoySenoia.com – (2) Senoia.com
 - Enjoy Senoia Blog – 29998 views
 - Twitter – 1812 tweets, 1242 followers
 - Foursquare – 2724 total check-ins and 870 visitors to the page
 - Foursquare has just made some updates and it is not easier to manage. I will be able to add current photos of Senoia easier and make better posts.
 - Constant Contact News Letter – Senoia Scene
 - December Issue sent Jan 1
 - 98 emails were sent
 - 59 emails were open
 - 2 undeliverable address were discovered – Toodles and Senoia Optimists Club
 - 37 emails were unopened in January (47 unopened in December)
 - A few of the email contacts are duplicates. I will give the unopened email list to Gail Noble so we can update and delete the duplicates

ANNOUNCEMENTS

- SAHS Thank You letters were received for the DDA donation to the Raise the Roof campaign
 - One from Dub Pearman – New SAHS President
 - One from Maureen Schuyler – SAHS Museum Committee Chair
 - One from Lynne Wendt – SAHS Past President

- DDA Training Schedules – JM and CB need training
 - City will pay the fee for the training registration
 - Douglasville – mid February
 - Tifton
 - May partner with some other town that needs the training to share the costs and have it at the Stone Lodge (this has been done in the past)
 - JM will get the information to SH

- Tourism Development Grants
 - JM has experience in developing and submitting them
 - They are submitting during the spring
 - Need to talk to Scott T. regarding making a grant regarding the trolley

- Zac Brown restaurant – No update

ADJOURN

- Motion to Adjourn at 8:03 PM
 - Motion to Approve – RW
 - 2nd Motion – GD
 - All in favor – 7
 - Opposed – 0