

Senoia Downtown Development Authority
Meeting Minutes – July 8, 2014

Members in attendance – Suzanne Helfman (SH), Rhonda Moye (RM), Gail Downs (GD), Rachel Wood (RW), Crystal Boudreaux (DB), City Liaison Jeff Fisher (JF)

Visitors in attendance – None

- Meeting called to order at 7:00 PM @ Welcome Center
- Approval of June 2014 meeting minutes
 - Motion to approve – SH
 - 2nd Motion – RM
 - All in favor – 3 (eligible to vote)
 - Opposed – 0
 - Abstained – 1
- Approval of June 19, 2014 Called Meeting minutes
 - Motion to approve – RM
 - 2nd Motion – SH
 - All in favor – 3 (eligible to vote)
 - Opposed – 0
 - Abstained – 1
- Treasurer’s Report as of June 30, 2013 – Given by GD
 - Bank of the Ozarks – \$ 2523.64
 - Bank of North Georgia – \$ 100093.26
 - City Account – \$ 950.00
 - Combined Total – \$ 103566.90

 - Motion to approve June Report – CB
 - 2nd Motion – RM
 - All in favor – 4
 - Opposed – 0

OLD BUSINESS

COMMITTEE REPORTS

- Economic Restructuring Committee Update (given by SH)
 - Did not meet at the regular time in June
 - Still working on the map/brochure
 - Changes needed
 - GA Power approved a printing donation for Senoia City Map & Brochure
 - GD will generate an invoice for \$500 and email to Doug K. in order to get the funds from GA Power
 - How many should we print
 - 500 – 1000 – 1500
 - It should be printed annually

- SH will print the amount at that best price break
- Design Committee Update (given by RM)
 - Met at the regular time
 - Tour of Homes still a work in progress
 - Vision statement was worked on
 - Flashing signs in town
 - Reported them to the ordinance officer
 - Bridge project was discusses
 - Huge progress has been made
 - 4-6 months before we can stain or paint the wood
 - Lights at night look great
 - Once it ages and gets stained it will look better
 - People like and don't like it
 - End pieces are not liked
 - They can be removed if necessary
 - Bollards would need to be grouped by 6 or 8
 - Spaced for golf cart use
 - They are used in Europe and Washington
 - Iron made
 - Approximately \$470 each
 - Do come in colors
 - 8 would cost \$2500 including shipping
 - Talked about cobblestone or pavers
 - Now the bridge is up to code
 - Benches will be a future decision
- Promotion Committee Update (given by GD)
 - Met at the regular time
 - Lots of decisions to make for the Car Show
 - Location of additional cars due to median not available
 - Can't limit the amount of cars
 - Seavy parking lot and street
 - Move DDA tent across street by Hollberg parking lot
 - Use Seavy to Clark Street if needed
 - Travis to Plyant maybe
 - May be a wedding at the Veranda
 - Placement of the DJ and stage needs to be considered
 - Make signage regarding grass
 - Streamers on stakes
 - Close the streets at 6 AM
 - Hold people at barricades with volunteers until 7 AM
 - Top 30 plaques
 - Freebies in a bag
 - Need to order supplies soon
 - Zone parking and pre-registration will need to discussed and thought out
 - Announcements and hand outs should be available to car owners
 - Kay Sutton did a good job with coordinating volunteers
 - SAHS will help

- Lots of golf carts
- Senoia Merchant Group Update (given by SH)
 - Met at regular time
 - Council members Jeff F and Chuck E came to the meeting
 - Finalized the Vision from merchants
 - Discussed the effectiveness of the committee
 - Not really working
 - Nothing productive from merchants
 - Was started as an alternative to SABA
 - Merchants are getting all the info from newsletter
 - Maybe the meeting time should be adjusted
 - Maybe try quarterly meetings
 - Intent was to give merchants ownership of events
 - It is a subcommittee of the DDA
 - All events are in place
 - Sidewalk sales twice a year
 - Christmas/Holiday Open House
 - SH & JF will talk to JP regarding meeting regularity

SPEAKER SYSTEM

- ST talked to the people that did sound for the Senoia Social
- Conduit would cost \$2000 to \$2500 (no boring included)
- Talk to Wesley about better equipment
- Some say wireless should work some say no
- Could be controlled in a remote location
- Use what you have
- Upgrade later
- Too loud in the middle of town
- Maintain what you have and pursue wireless options
- Wireless would work fine at events
- Will need to talk to Wesley about what's available for upgrades in future
- Will not put in conduit

NEW BUSINESS

SENOIA CYCLE WORKS LEASE RENEWAL

- Extend the lease for 1 year for same terms
- Current lease is up in November
- No problems with tenants
- They are an added value to downtown
- May ask shop for help regarding parking on Main Street
- Motion to extend the lease for 1 year for same terms
 - Motion to Approve – CB
 - 2nd the Motion – RM
 - All in Favor – 4
 - Opposed – 0

MERCHANDISE FOR WELCOME CENTER

- Explore options for different merchandise at a reasonable cost
 - Postcards
 - Key chains
 - Hoodies
- Motion to get merchandise for the Welcome Center NTE \$1500
 - Motion to Approve – CB
 - 2nd the Motion – GD
 - All in Favor – 4
 - Opposed – 0

BOLLARDS

- Motion to 8 bollards for bridge entrances NTE \$5000
 - Motion to Approve – CB
 - 2nd the Motion – RM
 - All in Favor – 4
 - Opposed – 0

PM MARKETING UPDATE

- The monthly stats were provided via email after the meeting occurred
 - Enjoy Senoia Facebook – 5801 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 1000 most in the range of 2500 and up
 - June 30th post about Senoia Social
 - 9800 people reached
 - 737 post clicks
 - 246 comments, likes and shares
 - June 27th post about there's something for everyone
 - 4500 people reached
 - 2900 post clicks
 - 136 likes
 -
 - Enjoy Senoia website
 - Total Visitors in June – 7414
 - Search engine referrals to website – 5192
 - Most searched words in June
 - Walking Dead Store, Walking Dead Museum, Zac Brown concert, Senoia Social 2014
 - Enjoy Senoia Blog – 32535 views
 - Twitter – 2280 tweets, 1609 followers
 - Foursquare – 3156 total check-ins and 983 visitors to the page
 - Constant Contact
 - News Letter – Senoia Scene

- Issue sent July 1st
 - 103 emails were sent
 - 53 emails were open
- A list can be generated of the people that have not opened the emails
- Trip Advisor – app as been added to the Enjoy Senoia Facebook page to encourage reviews

ANNOUNCEMENTS

- None

ADJOURN

- Motion to Adjourn at 9:05 PM
 - Motion to Approve – CB
 - 2nd Motion – GD
 - All in favor – 4
 - Opposed – 0