

Senoia Downtown Development Authority
Meeting Minutes – June 10, 2014

Members in attendance – Suzanne Helfman (SH), Rhonda Moye (RM), Gail Downs (GD), Rachel Wood (RW), City Liaison Jeff Fisher (JF), and Scott Tigchelaar (ST)

Visitors in attendance – Jim Preece – Table Talk (JP)

- Meeting called to order at 7:00 PM @ Welcome Center
- Approval of May 2014 meeting minutes
 - Motion to approve – ST
 - 2nd Motion – GD
 - All in favor – 5
 - Opposed – 0
- Approval of Called May 2014 meeting minutes as they will be corrected
 - Motion to approve – RW
 - 2nd Motion – RM
 - All in favor – 4
 - Opposed – 0
- Treasurer’s Report as of May 31, 2013 – Given by GD
 - Bank of the Ozarks – \$ 2523.64
 - Bank of North Georgia – \$ 98902.65
 - City Account – \$ 950.00
 - Combined Total – \$ 102376.29

 - Motion to approve May Report – ST
 - 2nd Motion – RM
 - All in favor – 5
 - Opposed – 0

OLD BUSINESS

COMMITTEE REPORTS

- Design Committee Update (given by RM)
 - Met at the regular time
 - Awning framework from old Founder’s restaurant available for use
 - Possible for placement at Second Hand Sam’s or Masonic Lodge
 - Second Hand Sam’s building owner will possibly redo the outside of the building
 - Need to approach the Grand Master at the Masonic Lodge
 - Donate the frame
 - Shouldn’t cost the lodge anything
 - Discussed the relocation of the benches on Main Street
 - Discussed Hollberg’s Furniture Store windows
 - DeeDee Harvey will look into an estimated cost to frost them

- Tour of Homes
 - Saddleback home up for sale
 - Pearman home questionable
 - Not resolved yet
 - Confirmed Homes
 - Greg Rogers
 - Harvey's home
 - Cary's home
 - SAHS
 - We are ahead of the game this year

- Promotion Committee Update (given by GD)
 - Did not meet in June
 - Memorial Day event was great
 - We had more volunteers
 - Went smoother than in the past
 - Trash is still a concern
 - Volunteers from Sovereign Hope Church want to take care of the city trash cans next year
 - DDA bags do not fit the city cans
 - Maybe we can get bags from the city
 - Estimated number of people in attendance – 3 to 5K
 - Vendors were pleased
 - SAHS had a great display
 - JF wants questions brought to committee regarding have fireworks at the lake vs. the ball field

- Senoia Merchant Group Update (given by JP)
 - Met at regular time
 - Discussed the Downtown Visioning Letter
 - Will be finalized in at the June meeting
 - Discussed alcohol concerns downtown
 - Allowing drinking will take away from revenue
 - People find a way around the rules
 - Provide a limited space for alcohol consumption
 - Allow only when streets are closed
 - Limit to wine and beer
 - DDA events – no alcohol
 - July 5th Senoia Social event
 - 80% of the merchants in attendance said they will be open on Friday and Saturday
 - Not sure what the hours will be – may vary by merchant

- Economic Restructuring Committee Update
 - Met at the regular time in May
 - Brochure is still a work in progress
 - Map of businesses on one side
 - Map of Senoia on one side

- Modeled from the Walking Dead walking tour map
- Colorful
- Doug K. asked if GA Power could put their logo in exchange for \$500 toward printing costs.
- Should be open to other businesses as well
 - Possibly on the next reprint
- Speaker system was discussed
- Tour groups should be listed on the city website as well as enjoysenoia
- City website is out of date
 - Issue is that Richard F. needs to complete updates
 - Significant landing page is needed
 - ½ for government and ½ for DDA

SPEAKER SYSTEM

- SH – ST – GD met with Ron Simpson
- Recommended conduit be installed when median is done
- Sounds like a lot of money
- Regardless of installation of a system, the conduit should be laid when median is done
- Wait to July 10 meeting to approve
- Need boring estimate
- Still need an operator after work is done
- Sound level is loud at Seavy and Main
- Wireless was not recommended – not reliable enough
- May need a 2nd opinion
- Need a delay on sound board
 - If not there will a constant echo
- Why does DDA need to pay for this
- Current DJ is a bargain vs. current rates
- A locked box and conduit needed along with speakers to plug in
- Speaker system belongs to DDA
- Enhance the proposal
- Quality and price may need to trump loyalty
- Multi bids may be needed
- Ask company doing the Senoia Social
- Totally understood the problem
- No Rush
- Conduit vote will be at the next meeting

NEW BUSINESS

ELECTIONS

- GD presented the slate
 - SH – Chairperson
 - RW – Vice Chairperson
 - ST – Secretary
 - Crystal B - Treasurer
- Motion of to approve slate as presented
 - Motion to Approve – RM

- 2nd Motion – GD
- All in Favor – 5
- 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 – 5536 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
 - Examiner.com: One of GA Best Restaurants – Zac Brown’s La Mesa Del Sur – In 24 hours:
 - 6400 people reached
 - 510 post clicks
 - 214 comments, likes and shares
 - Woodbury Shops – shared post about Walking Dead locations
 - 4100 people reached
 - 340 post clicks
 - 96 likes
 - Senoia Social
 - 6900 people reached
 - 319 post clicks
 - 248 comments, likes and shares
 - Memorial Day
 - 3000 people reached
 - 6900 post clicks
 - 35 comments, likes and shares
 - Enjoy Senoia website
 - The website has had a virus. It was verified around Memorial Day. I have cleaned the virus and website is doing much better. It gave us our statistic reports back after the virus was removed, but the previous stats were erased.
 - Total Visitors in May – 8237
 - Most searched words in May: LA Mesa Del Sure, Senoia Social
 - Enjoy Senoia Blog – 32123 views
 - Twitter – 2547 tweets, 1562 followers
 - Foursquare – 3078 total check-ins and 953 visitors to the page
 - Constant Contact
 - News Letter – Senoia Scene
 - June issue sent May 1st
 - 103 emails were sent
 - 51 emails were open
 - A list can be generated of the people that have not opened the emails
 - Bounced Mail
 - Senoia Optimist Club – Undeliverable – Removed from the list
 - Tony.bell@edwardjones.com

ANNOUNCEMENTS

- AMC documentary to air in July
- Property across from the Post Office will be developed
 - Planning underway

EXECUTIVE SESSION (REAL ESTATE)

Motion to go into executive session to discuss real estate – 7:57 PM

Motion to Approve – SH

2nd Motion – ST

All in Favor – 5

Opposed – 0

ADJOURN (Adjourn information provided via text message from SH)

- Motion to Adjourn at 8:35 PM
 - Motion to Approve – RM
 - 2nd Motion – ST
 - All in favor – 6
 - Opposed – 0