

Senoia Downtown Development Authority
Meeting Minutes – April 15, 2015

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

Visitors in attendance – Sandra Kellim (Bluebird Consulting), Tracy Brady

- Meeting called to order at 7:00 PM @ Welcome Center
- Approval of March 2015 meeting minutes with a correction regarding Promotions Committee report – Shirners at Freeman Sasser and Motorcycle group at Bobby Hathchers parking lot
 - Motion to approve – ST
 - 2nd Motion – JM
 - All in favor – 7
 - Opposed – 0
- Treasurer’s Report as of April 1, 2015 – Given by CB
 - Bank of North Georgia – \$ 101971.57
 - City Account – \$ 2000
 - Combined Total – \$ 103971.57

 - Motion to approve March Report – RM
 - 2nd Motion – ST
 - All in favor – 7
 - Opposed – 0
- Pipes in the Welcome Center are fixed and it took a lot of work.

OLD BUSINESS

COMMITTEE REPORTS

- Design Committee Update (given by RM)
 - Met at the regular time and went over ongoing action points
 - Direction signing update
 - Clayton signing proposal high
 - RM get another proposal from Stan Moore
 - Information box
 - Cigarette receptacles location
 - Banner discussion
 - Better branding of DDA
 - Working on a logo
 - Map and calendar of events
 - Credit for community involvement
 - Better identification for Welcome Center building
 - Open/Close signs

- Plan/estimate for Andy's nursery for gazebo area
 - Lighting and redo of the area
 - Plants need to be replaced with something that will grow in shade
 - 8 Cigarette receptacles and bollards are in
 - Public works to install and stain bridge
 - DDA to choose the stain color
 - Costs estimates are in for the following
 - Bike shop and City Hall doors
 - Both damaged
 - Need to be taken down to work on them
 - Sand and refinish and seal
 - Bike Shop - \$385
 - City Hall - \$425 – send to Richard F.
 - Motion to approve funds to repair the Bike Shop doors - \$385
 - Motion to Approve – ST
 - 2nd Motion – RW
 - All in Favor – 7
 - Opposed – 0
 - Information Box for City Hall exterior
 - Built with glass doors with the ability to lock
 - Hope the City Hall will match
 - \$480 (1 ea) or \$820 (2 ea)
 - Money has been previously approved NTE 500
 - Proceed with work
 - Banner replacement
 - Quote received for 5 new banners
 - Only need to replace 3 – we will have 2 extra
 - Need one set of pole hardware
 - \$700 for 5 banners, 3 installed, 1 set of hardware
 - Might be able to be negotiated
 - Motion to purchase 5 banners and 1 set of hardware with 3 installations NTE \$700
 - Motion to Approve – CD
 - 2nd Motion – GD
 - All in Favor – 7
 - Opposed – 0
 - Open/Close Signs
 - Gail's Antiques sign was stolen
 - Similar style may be available
 - Approximately \$56 each for 20 was paid previously
 - Maybe a price break available
 - Motion to purchase 5 signs including freight NTE \$350
 - Motion to Approve – RW
 - 2nd Motion – ST
 - All in Favor – 7
 - Opposed – 0
- Economic Restructuring Committee Update (given by SH)

- Met at regular time, March 25
- People trying to help to find tenants for old Redneck location
- In June we should have welcome packages available for new merchants
 - City info
 - Map – updated
 - HPC guidelines
 - Directions to/from airport
 - Senoia history
 - More information
- Extensive discussion on how Senoia has grown to where we should have a Cultural Arts events
 - The previous Cultural Arts Committee held numerous events
 - Movies
 - Art Camp
 - Book Signings
 - Art of Green
 - Should think of bringing this back
 - Newnan County Art Association member has mentioned that they would like to be involved and do something
 - Still talk of the need for a hardware store
 - Bobby Hatchett space is empty and would be a good location
 - People that are interested would like to own the building
 - Bobby Hatchett is not interested in selling – may open one himself
- Promotion Committee Update (given by GD)
 - Met at the regular time, April 2
 - Memorial Day discussion continued
 - All DDA members need to volunteer that day
 - Agenda for last meeting was distributed to show all the locations where volunteers are needed
 - Sunday afternoon at 2 or 3 PM volunteers will be needed for set up
 - Tents/signage
 - So not to interfere with traffic
 - Through Traffic plan needs to be discussed
 - Middle to Barnes
 - Police presence is needed at intersections and before and after the parade for traffic control
 - Masonic Lodge will be used for Veterans Meet and Greet
 - Germa letter is needed for use of private property
 - Chairs for Army band will come from Freeman Sasser building
 - Baptist Church will need to be contacted to get tables and chairs for food court
 - Entertainment for 1 PM will be the Goden Family
 - 13-14 people all playing instruments
 - Mom/Dad and children
 - Mom and Dad are both veterans
 - Motion to provide \$200 to defray the cost to come to the event to the Goden Family
 - Motion to Approve – ST

- 2nd Motion – JM
 - All in Favor – 7
 - Opposed – 0
- Robert Lyons is a new volunteer to the group
- Chik-Fil-A will provide food for Army band
- Brownies, Chips and Water will be provided as well
- 10th Annual Tee Shirts were discussed
 - RM will discuss design of shirt
 - Businesses on back as advertisement
 - SGSC – Stalwart Films
 - \$750 has been discussed as a cost to advertise
 - Zac maybe will design and produce shirts instead of donation
 - Bring it up and merchant meeting Wednesday April 15 to see if the may want to donate \$50-100 for shirts
 - Sell the tee shirts to the public
 - Send blast email to merchants
 - Promotions will determine levels and dollar amounts

VOLUNTEER RECEPTION

- April 16, 5:30 – 7:30
- City representative to thank volunteers – JF to speak on behalf of the city
- SH will provide JJF with prep information
- All set with food and drink
- SH will take care of the temporary license for day at City Hall
- 50 – 65 people expected to attend

- Volunteer event tee shirts is a possible future item to be discussed

WEBSITE

- Cindy with RA Web Design has been contacted regarding prices for a new secured website
- Price is \$800 to create a new site
 - 2 weeks to build
 - No content included
 - Any ideas should be forwarded to CB for future discussions with Cindy
 - Motion to proceed with RA Web Design to create new website NTE \$1200
 - Motion to Approve – ST
 - 2nd Motion – CB
 - All in Favor – 7
 - Opposed – 0

ELECTRICAL AT WELCOME CENTER

- Make sure the exterior lights are in working order
- ST thinks they just need a bulb

NEW BUSINESS

MARKETING PROPOSAL

- Sandra Kellim from Bluebird Consulting to replace Pam Meyer
- Bluebird proposal was distributed to board for review
- Board needs are understood by Bluebird
- Proposal includes
 - publicity and public relations
 - Website content
 - DDA branding
 - Newsletter – monthly to include small business tip
 - Suggested that switch be made to Instagram from twitter to capture the 2-30 year old audience
 - Engage the business owners
 - Will be available around mid-May after completion of current project
 - Motion to hire Bluebird Consulting as proposed and then al a cart for items outside proposal
 - Motion to Approve – ST
 - 2nd Motion – RW
 - All in Favor – 7
 - Opposed – 0
 - Pam M has served the DDA well
 - Suggested that we do not post for every shop
 - Merchant is responsible to provide information

SENOIA 150 YEAR FOUNDER'S DAY OCTOBER 2016

- Might want to promote
- Should think about what to do for the event

ANNOUNCEMENTS

- Barnes Street contingency plan needed for Memorial Day

ADJOURN

- Motion to Adjourn at 8:15 PM
 - Motion to Approve – RW
 - 2nd Motion – ST
 - All in favor – 7
 - Opposed – 0