

Senoia Downtown Development Authority  
Meeting Minutes – February 10, 2015

Members in attendance – Suzanne Helfman (SH), Crystal Boudreaux (CB), Jennifer Meares (JM), Rachel Wood (RW), Rhonda Moye (RM)

Visitors in attendance – None

- Meeting called to order at 7:00 PM @ Welcome Center
- Approval of January 2015 meeting minutes
  - Motion to approve – RM
  - 2<sup>nd</sup> Motion – CB
  - All in favor – 5
  - Opposed – 0

SH says Thank You to CB for help with agenda

- Treasurer’s Report as of January 31, 2015 – Given by CB
  - Bank of North Georgia – \$ 104755.59
  - City Account – \$ 2000
  - Combined Total – \$ 106755.59
  
  - Motion to approve December Report – RM
  - 2<sup>nd</sup> Motion – RW
  - All in favor – 5
  - Opposed – 0
- Credit was given back from the City regarding some Light Up Senoia (LUS) expenses
- It is preferred that the LUS dollars should be given to the DDA to manage
- Original committee resigned and DDA was requested to take over managing LUS event
- DDA receives food vendor % of proceeds – only thing that separates DDA from City
- DDA has no control over city funds
- Was there a City reimbursement for the DDA training – CB will ask
- City account should be spent first and then City will need to come to DDA to get money

**OLD BUSINESS**

**COMMITTEE REPORTS**

- Design Committee Update (given by SH)
  - Met at the regular time and went over the list
    - Lighting on the Bridge
      - City wants a plan before going to GA Power
    - Should we install a motion light in the back of the Welcome Center
      - Current light is on a timer

- It has been reported that people have been doing unsightly acts behind Katie Lou's
  - Tower Building light on the corner stays on all night
  - Non-issue, happening on Katie Lou's property
- Maureen S. was to send a letter to Beads & Lace regarding fascia and door
- Blade signs need to be updated
  - Need to talk to the new tenants
- Jim P. will talk to McKnight about the box at Gail's Antiques/Ms. Wendy Antiques
- Got a quote from Senoia Garden Center for terra cotta pots with sand for cigarette butts and pots with seasonal color
  - Pots with sand - \$ 125
  - Pots with seasonal color - \$ 30
- Maybe we should look into something more historic looking
  - Should be metal
  - Can't be worried about people taking them
- Hollberg's discussions continue – different views on the subject
- Motion to purchase 5 cigarette disposal containers after research for best price – NTE \$1000
  - Motion to Approve – RW
  - 2<sup>nd</sup> Motion – RM
  - All in Favor – 5
  - Opposed – 0
- Senoia Depot sign will hang under the left soffit at City Hall
  - Should get another one to hang on the brick side of City Hall facing the parking lot
    - Motion to purchase another sign and have it installed – NTE \$250
      - Motion to Approve – RM
      - 2<sup>nd</sup> Motion – RW
      - All in Favor – 5
      - Opposed – 0
- Message center at City Hall was researched by Tracy
  - SH saw one on EBay 36 x 45
  - Plastic and lockable and waterproof
  - Motion to purchase an appropriate size message board to hang at City Hall – NTE \$500
    - Motion to Approve – RM
    - 2<sup>nd</sup> Motion – JM
    - All in Favor – 5
    - Opposed – 0
- A meeting with lighting company, Innovative Outdoor Lighting, took place regarding lighting the bridge
  - They came and looked at the bridge
  - LED lighting would have a minimal cost
  - Up lighting would be best
  - Maybe ½ moon lights on the railings
  - Demonstration can be scheduled
  - Ballpark costs - \$ 6000
  - They will spot for events in exchange for advertising

- Are we ready to proceed?
  - Other bids should be obtained
    - JM will look for competitive bids for the March meeting
  - Plug not an option because City wants it metered separately
  
- Economic Restructuring Committee Update (given by SH)
  - Met at regular time
  - Drawings for new downtown development project were reviewed
  - Talked about lighting water tower and adding a logo
    - Cost prohibitive
    - Approximately \$7500 to put a logo on it
    - Approximately \$3000 just to put writing on it – Historic Senoia
    - Need to get another competitive bid
  - Trolley discussion occurred
    - There is no place to store it downtown – needs to be covered
    - Need a meter to fill with gas
    - Need a driver with CDL
    - Is it possible to turn it into a Welcome Center?
  - A charging station for cars and golf carts was discussed
  
- Promotion Committee Update (given by SH)
  - Met at the regular time
    - 4 people in attendance
    - Need volunteers to run events
    - Started talking about Memorial Day, May 25
    - Tour of Homes
      - Need to better identify houses
      - Bigger map
      - # signs need to be double sided
      - Traffic control needed
    - Army band will be returning for Memorial Day
    - Contacts will be made for bagpiper and fly over

### BOLLARDS

- Coming from the Boston area
- Delayed due to the weather

### VOLENTEER RECEPTION

- March 19 – 5:30 – 7:20
- Stone Lodge has been secured
- Catering should be used to be fair to all
  - No singling out one restaurant
  - No funds have been approved
- Every committee chair needs to submit an email list
- Invitees (50 – 60 people)
  - Event volunteers and spouses

- Welcome Center volunteers
- DDA members
- Mayor & Council
- Motion to budget for event NTE \$1000
  - Motion to Approve – SH
  - 2<sup>nd</sup> Motion – RM
  - All in Favor – 5
  - Opposed - 0

## **NEW BUSINESS**

### **AD FOR FORC MAGAZINE**

- Amy Land talked about having a DDA ad
- Never discussed or approved by DDA board
  - Bill was sent for ad that was not discussed or approved
    - \$150 – 2 issues already published
    - \$75 – 1 current issue
    - \$75 – Spring issue
  - Motion to pay for what is owed NTE \$225 (including spring issue)
    - Motion to Approve – RW
    - 2<sup>nd</sup> Motion – CB
    - All in Favor – 5
    - Opposed – 0

### **TOWER BUILDING**

- No water in Welcome Center since January 10<sup>th</sup>.
- Pipes need to be wrapped
- Motion to not request rent for February due to not meeting lease terms for bathroom facilities
  - Motion to approve – RW
  - 2<sup>nd</sup> motion – RM
  - All in Favor – 4
  - Opposed – 0
  - Abstained - 1

### **OFFICE EQUIPMENT**

- Equipment is out of date
- Need a new computer and printer
- CB will investigate replacements
- Need annual service agreement for copier – CB will investigate

### **PM MARKETING UPDATE**

- Sent to recording secretary for input
- Website continues to be hacked
- What do we do?
- Contact Go Daddy
- SH will ask PM for recommendation and cost

- Newsletter
  - February newsletter has had 57 people open the letter
  - January newsletter had 60 people open the letter
- Enjoy Senoia Facebook – 7200 likes to date
  - Most recent posts
    - Waking Dead Café – 1800 views with 48 post clicks and 117 likes
    - Lifestyle Magazine – 3700 views with 698 post clicks and 115 likes
    - Main Street Fudge – 5000 views with 1300 post clicks and 379 likes
- Twitter – 1939 followers and 2589 tweets
- Trip Advisor – 18259 reviews and opinions and 330 candid photos posted
- Foursquare – 1050 visitors and 3303 visits
- Website
  - The website continues to have problems with being hacked. I am to the point that I won't even log on for fear that my computer will be hacked. The last time I logged in was the first week of January – the wordpress live monitoring was deleted while I was on the site – and when I clicked on a page the wording on my post was replaced with **“LOOK BEHIND YOU” “Just Kidding”**...! I immediately logged off and haven't logged back in.
  - In November, the password was re-changed – the website was leaned up by Wilson King. He removed all the changes the hacker had made, ran a virus scan, etc., then in January all of our efforts were reversed by the hacker. It is my opinion that it is coming from GO DADDY – this is who is hosting the site for you. It is my recommendation that you need to re-do the entire website.
- Note:
  - On the City website, [www.senoia.com](http://www.senoia.com), meeting information is incorrect: Regular meetings for DDA of the City of Senoia are held on the second Tuesday of each month at 7:00 PM in the Stone Lodge at Marimac Lakes Park. Please visit us at [www.enjoysenoia.com](http://www.enjoysenoia.com) or check the calendar for upcoming meetings.

## **ANNOUNCEMENTS**

- SAHS Yard Sale will be held April 25
  - Do we want to do the city wide yard sale again?
  - Need to contact the city
- February 28 – Welcome Center back room clean out – 10:00 AM
- Should a design be made for homeowner's flags
  - DDA covers commercial property only
  - Should be downtown only
  - Need to have “Entering Downtown” markers at gateways
  - All discussion should go to Design committee

## **ADJOURN**

- Motion to Adjourn at 8:40 PM
  - Motion to Approve – SH
  - 2<sup>nd</sup> Motion – CB
  - All in favor – 5
  - Opposed – 0