

Senoia Downtown Development Authority
Meeting Minutes – June 9, 2015

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

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

- Meeting called to order at 7:04 PM @ Welcome Center
- Approval of June 2015 meeting minutes
 - Motion to approve – ST
 - 2nd Motion – GD
 - All in favor – 4
 - Opposed – 0
 - Abstained – 2
- Treasurer’s Report as of July 1, 2015 – Given by CB
 - Bank of North Georgia – \$ 101911.04
 - City Account – \$ 2000
 - Combined Total – \$ 103911.04

 - Motion to approve May Report – ST
 - 2nd Motion – GD
 - All in favor – 6
 - Opposed – 0

OLD BUSINESS

COMMITTEE REPORTS

- Promotion Committee Update (given by GD)
 - Met at the regular time
 - Discussed the Car Show on Sept. 26
 - Lots of planning needed
 - Douglasville moved car show to come here
 - 200 – 300 cars
 - Methodist Church parking lot can be used
 - New judge, Bob Grove, was at the meeting
 - Recommended there be at least 4 judges
 - Recommended better communication needed
 - Possibly rent better radios
 - GD will check on this
 - Varsity contract is in
 - Sock Hops are coming back
 - Sponsor letters have been sent
 - Need to send one to GA Power
 - Need to figure out street closings

- Car show will be bigger this year
 - Kay Sutton is checking on volunteers
 - Training needed for volunteers – meeting should happen 1 week before show
 - Close streets at 6 AM
 - Start registration at 7 AM
 - Dash plaques for first 350 cars
 - Make up the give-away bags in advance
 - Tee shirts – sell last years at a discount
 - Next year need to make special plans
 - Dennis Gage from Velocity channel will be at the show
 - Volunteer notice will be posted on Facebook – contact GD
 - Discussed registration change
- Design Committee Update (given by RM)
 - Met at the regular time
 - Worked on our action list
 - Lights at gazebo
 - Bridge Project due to stained
 - Add benches and lighting after complete
 - Pots and seating outside Table Talk
 - Tour of Homes
 - 2014 had 8 stops
 - List is started for this year – not confirmed
 - Reeder home
 - Baptist Church ?
 - SAHS
 - Sue McDaniel home – drive by
 - Harpist will be back
 - Add one new constructions in historic area
 - To be approved by Design Committee
 - Like to keep the path tight
 - Should advertise early
 - Christmas in general
 - Legacy Church did a great job lighting their parking lot
 - Possibly light poles downtown
 - Need to know who did it
 - Bows are all faded
 - Bells/balls added?
 - More projects to come before the Design Comm. First
 - Possibly light the Eddy Couch bridge
 - Wreaths for Bridge St. bridge
 - Need to make a statement coming into town
- Economic Restructuring Committee Update (given by SH)
 - Met at regular time – 4th Thursday
 - Working on Welcome Packet
 - Doug K. talked to GA Power Econ. Dev. Person
 - She likes to work on project
 - Newnan/Coweta Chamber of Commerce coming to speak at next meeting

- There is no strong presence on the N/C Chamber
 - Looking for advantages to join
 - Vote at next DDA meeting
 - Updating Map brochure – out of stock
 - Will be changed and reprinted
- Merchant Committee Update (given by SH)
 - Merchant Social
 - Well attended
 - Nice evening
 - Pure social event
 - May make it an annual event at different locations

NEW YEARS EVENT

- ST or SH will pursue with Bradley Down

NEW BUSINESS

GAZEBO AREA IMPROVEMENTS

- Lighting company that provided lights for flag on Bridge street bridge submitted a proposal
 - Gazebo lit at night would be nice
 - Proposal included 2 phases
 - Phase 1 - \$ 970
 - Up light the sign
 - Dark on the right hand path
 - Phase 2 - \$ 1390
 - Left side of gazebo
 - 4 lights around including trees to left
 - Bob Fant – proposed that ornamental grass could be planted around the sign - \$ 150
- Motion to do both phases and the ornamental grass – NTE \$ 2750
 - Motion to Approve – RW
 - 2nd Motion – ST
 - All in Favor – 6
 - Opposed – 0

TOWN HALL MEETING

- City is working on a comprehensive plan (DCA)
- Would like to join us for public input
 - They will have a questionnaire and will be listening
- Usually have around 100 people
- Usually in August
- Scheduled date – August 24 at 6 PM
- Richard F. will facilitate
- Pizza and drinks will be served
- Need volunteers to help facilitate

WELCOME CENTER MERCHANDISE

- Inventory is low
- Need tee shirts
- Request for hoodies with zippers
- Usually spend \$500 and see how far it goes
- Motion to approve expenditure for Welcome Center merchandise – NTE \$500
 - Motion to Approve – RW
 - 2nd Motion – ST
 - All in Favor – 6
 - Opposed – 0

BLUEBIRD CONSULTING UPDATE

- Highlights and publishing ideas needed for Facebook
- Weekly business feature is running
- Maybe a history highlight
- Put up picture and have people guess what/where it is
- Spin a story
 - Example: Hot dog story or Fried Green Tomatoes
 - Challenge restaurants to make their version as a special
- Bonnie Bobbitt (SAHS) good resource for history
 - Gail N provided Bonnie's contact information to Sandra
- Put sponsorship form on website
- Put Car Show flyer on website

ANNOUNCEMENTS

- Last meeting there was a lot of talk about Beez Freeze
 - Opposed to the mechanism in city
 - It is against the ordinance
 - They will be there until September 11
 - Outcome to be determine
 - Lots of publicity that was not fair
- JF need receipts or list of expenses to show that Light Up Senoia \$2000 budget is not enough
 - Budget process is underway
 - Deadline is end of August or before
 - Budget is not just for that night, but for the season

ADJOURN

- Motion to Adjourn at 8:00 PM
 - Motion to Approve – SH
 - 2nd Motion – RW
 - All in favor – 5 (ST left meeting early)
 - Opposed – 0