

Senoia Downtown Development Authority
Meeting Minutes – April 10, 2012

Members in attendance – Suzanne Helfman (SH), Gail Downs (GD), Scott Tigchelaar (ST) (had to leave early), Jeff Fisher (JF), Rhonda Moye (RM), Rachel Wood (RW)

Visitors in attendance – Suzanne Pengelly (SP), Mike Riley - Walking Dead (MR), Richard Ferry - City Administrator (RF)

- Meeting called to order at 7:00 PM @ Welcome Center
- Approval of March 13, 2012 regular meeting minutes
 - Motion to approve – ST
 - 2nd Motion – GD
 - All in favor – 5
 - Opposed – 0
- Treasurer’s Report – Given by GD
 - March Report
 - Bank of Ozarks – 2523.64
 - Bank of Coweta – 39334.45
 - Total Balance – 40607.39 (includes City Account)
 - Motion to approve – ST
 - 2nd Motion – RM
 - All in favor – 6
 - Opposed – 0

OLD BUSINESS

COMMITTEE REPORTS

- Economical Restructuring Committee Update (given by SH)
 - No meeting in March.
 - Will meet at regular monthly time, 3rd Thursday at Welcome Center
- Promotions Committee Update (given by GD)
 - Met at the regular scheduled time
 - Worked on planning Memorial Day event
 - Parade forms will be left at Welcome Center
 - Most of food vendors are returning
 - Antique vendor forms will be handed out at Scott Antique Mkt this weekend.
 - Request to have dog tag machine on Main Street
 - Most people wait til the last minute to sign up
 - Concerns over the City Hall parking lot being available for food court.
 - One side available if trailer is still there
 - Can use grassy area behind City Hall if needed

- Design Committee Update (given by RM)
 - Met at regular monthly time
 - Voted on recommendation for this year's Beautification Award to be presented at April 16 City Council meeting – Recommendation = Beyond the Door
 - Discussed Hollberg window situation
 - Idea in place and will be put out to bid for cost estimates
 - Once estimate is in it will be shared with F. Hollberg and remind him of the \$2000 matching funds from DDA Façade Grant
 - Bridge Beautification Project
 - RF met with Randy from Public Works about bridge area clean up
 - Bridge is in need of repair
 - Some costs available based on materials needed per Randy
 - Planter bids will be taken
 - RF and JF met and had conversation regarding design ideas
 - Focus was on Economic Tourism at work shop
 - Covered bridges were discussed to possibly be located on Rockaway and Bridge Street
 - RF and Randy had discussion about what it would cost in materials for the city employees to build the bridge in a 2 week time frame (approximately \$20,000)
 - Design Comm. needs to create a wish list, then look at the funds, then look at what other funds are available and from what sources.
 - The plan that is to be presented needs to be a long term plan, possibly presented in phases. With some of it to be completed by July of 2012 and possibly extending some phases into 2013.
 - RF met with gentleman from US dept of Transportation in charge of RR crossings. Discussion of moving the pile of dirt (runaway train stoppage) from east side of Main street to the west side of Main street (PO side) and removing the tracks from Main street and up to Clark street
 - RM shared photos to show current conditions of the bridge and track area. Also photos of objects around town to help project the look of the finished project, including planters, lighting and benches.
 - Signage is needed to show bridge history.
 - Walking path was pictured to stretch from Main to Bridge.
 - Uplighting of trees is a possibility for project
 - Basic Bridge project priorities identified
 - Bird sanctuary and RR clean up
 - Add integrity to bridge
 - Lighting
 - Benches
 - City public works department supplied a quote of \$1500 in material needed to fix bridge
 - Path upgrade cost \$900
 - Estimated cost prior to lighting and planters - \$ 11250
 - Bids have been requested by John Barrow (who is working with community service house and equipment costs), Senoia Garden, and one will be requested of Andy's Nursery
 - RF to compose letter to be sent from Mayor to request County Labor to work some of the project for free. Looking to see if they can accommodate the June deadline.

- Covered bridge with walkway on the side constructed later could impact the placement of the lighting
- DOT inspection of current bridge came back fine for golf carts and people
- Benches will be placed closer to the ends of the bridge openings looking back into the bridge and also place some along the walking path
- Is there room for some sort of table? Maybe incorporate it into the planters or bench set up
- The object of the project is to make it organic/whimsical and incorporate some metal features
- RM will present the project to City Council to get commitment for the project. RM may not have all bids necessary but can still present it with estimated costs.
- It needs to be presented as a project with different phases with costs for each phase and project totals
- Has consideration been taken to find out if the current bridge is a historical site – no information can be found
- Will there be concerns from the abutters to the bridge? There could be.
- Points to discuss with abutters – it will deter from garbage being disposed of – increase of people will not increase crime, in fact it has been proven that more traffic equals less crime
- RM to share the project idea with the abutters prior the April 16 City Council meeting
- RM to circulate the project presentation to DDA members for comments prior to presentation
- RM to get finished file to RF to be added to the City Council April 16 agenda
- Directional Signage Project was discussed
 - Facts learned from city of Madison was shared with the committee
 - Foot traffic focus
 - 8 blades per pole
 - Merchants funded plates – allowed to purchase as many as they could afford
 - Pole recommendations were discussed
 - Pole location recommendations
 - Broad and RT 16
 - Blades to be generic – not merchant specific
 - Senoia Coffee and Cafe bump out
 - Hollberg bump out
 - Twist bump out
 - Second Hand Sams bump out
 - To be used for directional purposes/restroom/parks/businesses
 - Need font and color consistency
 - It is possible to have blades with store logos
 - Is it possible for the poles to be removable – should be included in the bid
 - Project out for bid with one company – Taylor and Foster to be included
 - Bid to include installed and not installed
 - Time frame for completion – June/July 2012
 - Filming industry would prefer the not be there during the 2012 downtown filming schedule

DDA UPDATE TO CITY COUNCIL

- City council will be held Monday, April 16. Update will be done by SH

NEW BUSINESS

AUDIT REQUEST BY RF

- Budget format/financial reporting used in the past was simpler when the group was smaller
- Financial reporting format needs to be more detailed now that group has more assets/liabilities
- General Ledger (GL) needs to be developed for revenues and expenditures
 - Copy of budget needs to be submitted to Debbie Volk (DV) at City Hall
 - DV will code all categories of revenues and expenditures
 - Codes will be based on approved DDA budget
- Develop worksheet to record deposits and expenditures
 - Updated and provided to DV monthly
- DDA to report against new format at DDA monthly meetings
- All expenditures need to be coded based on developed GL codes
- Debit card purchases – all invoices and receipts will need to be attached to paper, coded against GL codes and submitted to DV monthly. DV will maintain all receipts
- RW will help GD to set up Jan-Feb-Mar revenues and expenditures in new format and supply this to DV

ANNUAL BEAUTIFICATION AWARD

- Beyond the Door has been nominated by the Design committee and will be presented at April 16 City Council meeting
 - Motion to accept Design Comm. recommendation of Beyond the Door for the 2012 Annual Beautification Award - SH
 - 2nd – JF
 - Favor – 4 (one recusal)
 - Opposed - 0

MARKETING UPDATE – given by SH

- Enjoy Senoia website – 2026 reads
 - Senoia Merchants – number one reads
 - Gallery Number – number two read
- Enjoy Senoia Blog – 332 visits
- HS Foursquare – 802 checkins
- Twitter – 431 tweets, 356 followers
- Facebook – 1012 likes to date
- Visitors at Welcome Center for March – 173

NEW PLAQUE – LAWLESS (FORMERLY WETTEST COUNTY)

- New name has been set
- Film to be released in August

- Motion to purchase new plaque for Lawless (NTE \$ 450) – RW
- 2nd – GD
- Favor – 5
- Opposed – 0

MOVIE BROCHURE

- Brochure can be updated and printed now that movie name has been determined, Lawless
- SH will look into pricing and break points
 - Motion to print 1000 (or closest price break point) black/white brochure (NTE \$ 450) – GD
 - 2nd – RM
 - Favor – 5
 - Opposed – 0

ANNOUNCEMENTS

- Art of Green – April 28
 - 15 vendors
- Merchant Sidewalk sale – May 5
- Memorial Day Event – May 28
 - Firework location to be determined at City Council
 - Barriers to arrive after May 1st and before May 28th event
- MR of Walking Dead spoke to DDA
 - Moving forward and close to a plan
 - Any property to be used – contract to include a confidentiality clause limiting owners to disclosing what happens during any filming
 - Next Merchant meeting will be within the next couple of weeks
 - Focus on using Main street from Seavy to Travis
 - Had discussion with F. Hollberg and came to a tentative agreement to help spruce up his rear entrance to be utilized by customers during filming schedule
 - Location agreements and insurance certificates to be distributed soon
 - Met with pastor of SUMC regarding using that property
 - Discussions regarding the use of town vacant lots in process as well
 - Crew size approximately 110 people – Talent pool approximately 80 people
 - Walking Dead to be a big economic boost to Senoia as well as county-wide
 - There are some marketing tools may be available from AMC website

ADJOURN

- Motion to Adjourn at 8:54 PM
 - Approved – SH
 - 2nd Motion – JF
 - All in favor – 5
 - Opposed – 0