

Senoia Downtown Development Authority
Meeting Minutes – December 10, 2013

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

Visitors in attendance – None

- Meeting called to order at 7:03 PM @ Welcome Center

OLD BUSINESS

- Approval of November 2013 meeting minutes
 - Motion to approve – ST
 - 2nd Motion – RM
 - All in favor – 6 eligible
 - Opposed – 0

- Treasurer’s Report as of November 30, 2013 – Given by GD
 - Bank of the Ozarks – \$ 2523.64
 - Bank of North Georgia – \$ 99329.98
 - City Account – \$ 33.12
 - Combined Total – \$ 101886.74

 - Motion to approve November Report – RW
 - 2nd Motion – CB
 - All in favor – 7
 - Opposed – 0

COMMITTEE REPORTS

- Economical Restructuring Committee Update (given by SH)
 - No November meeting
 - Senoia Scene was published and distributed by PM Marketing
 - Stone Lodge needs to be looked into
 - Furniture is being moved
 - Pictures rearranged
 - Is there a City inspection after use?
 - Rocker missing from the porch
 - Kitchen table is out in other room
 - Desk is in the kitchen
 - DDA bought the furnishings for the Stone Lodge
 - City rents the space out
 - JF will look into the rental policy and inspection procedures
 - Things need to be returned to the original position
 - Maybe a photo should be included with rental contract to ensure that all items are returned to the proper location
 - This committee will meet in January

- Promotion Committee Update (given by GD)
 - Met at the regular time
 - Light Up Senoia was a great event
 - Rotary Club was please and have committed to 2014
 - Larry Owens will talk to the lodge about not charging the rental fee (reimbursed with DDA funds)
 - Double amount of crafts were sold this year
 - Need to have more volunteers
 - Ponies location was not blocked off early enough
 - Jack Merrick reported that the USPS was upset
 - Not blocked off by 12 noon
 - Gail N reported that it was roped off and the lady from the PO undid the rope due to a truck arrival.
 - Light Up Senoia is managed by DDA
 - Trash was evident on Sunday after the event
 - Is it possible to get a vacuum truck for trash pick up on Sunday after the event?
 - Sunday there was a state tour in town
 - City workers picked up some trash but not all
 - DDA will look into it
 - Some vests are unaccounted for
 - Tour of Homes was very successful
- Design Committee Update (given by RM)
 - Met at regular time
 - Time was spent decorating the Welcome Center
 - A visit was made to the Turin Street home that was a last minute addition to the home tour – worked well
 - Go forward with previously approved expenditure for Open/Closed signs
 - there are some commitments from merchants
 - go forward with commitments and buy an additional 4
 - RM can buy them at wholesale
 - RM or DeeDee to proceed (both members of Design committee)
 - Blade Update
 - Close to being ready for submittal to Clayton Signs for printing
 - R Ferry indicated at this should go before city council
 - JF said locations and expenditure has already been approved
- Senoia Merchant Group Update (given by JP)
 - Met at Welcome Center at regular time – 3rd Wednesday of month at 9 AM
 - 5 people attended, including R. Ferry from City Hall
 - Discussion of Main Street paving in the spring occurred
 - Sidewalks will be accessible
 - Street will be closed
 - Work will be done on Monday, Tuesday, Wednesday only
 - Parking spaces will be repainted

- City has had complaints about smoking on sidewalks
 - To be discussed with merchants at a future date
 - Could hurt business if it occurs at a store entrance
 - Merchants need to clean up
 - City will possibly entertain an ordinance
- Center median design (landscaping, audio, irrigation, seating) was determined when there was no budget for it
 - R Ferry will contact the designer with the city is ready
- Discussion has occurred about upgrading the area around the gazebo
 - May proceed with this in the future
 - DDA will take on the project
 - Removal of Cypress trees may be needed
 - Power for functions is available
- Planter boxes at City Hall are the responsibility of City Hall to keep clean and planted with live plants
- DDA no opposed to expenditures to make town look better
- 2014 Priority List needs to be developed
- Banners will need to be addressed
- More lights will be addressed for 2014 at Travis Street Bridge
- DDA Training needed for CB and JM
 - May in Columbus
 - Or some other time in Atlanta
 - DCA or GMA class
 - City has paid for training in the past – JF will look into it

DDA UPDATE TO CITY COUNCIL

- City council will be held Monday, December 16 – CB

NEW BUSINESS

SAHS

- SAHS request was made to get a percent of the Tour of Homes proceeds to go to the museum
- If done a precedent would be set for other non profits
- DDA continues to support the SAHS
- It is a tourist location in town that has regular hours and visitors can be directed there
- DDA would more inclined to give a donation to the Raise the Roof fund
- Motion to donate \$1000 to the Raise the Roof fund at the SAHS
 - Motion to Approve – SH
 - 2nd Motion – ST
 - All in Favor – 7
 - Opposed – 0
- ST will supply Gail N with the name of a supplier of metal tiles/shingles for a possible donation of supplies

BETTER HOMETOWN

- Consists of 4 committees working and functioning – same structure as DDA
- The National Standards were recited by SH
- Standard #7 – Paid professional program manager is not currently available
- DDA should hire someone
 - \$10/12 hr for 20 hour week
 - Tuesday – Saturday, 11 AM – 3 PM
 - Very affordable
 - No current candidate in mind
 - Need to develop a job description
 - 1099 available
 - Newnan and Fayetteville both have Main Street managers
 - A committee would need to be developed for interview process

MARKETING UPDATE – Provided by PM

- The monthly stats were provided to note taker to be included to be included in the minutes
 - Enjoy Senoia Facebook – 4595 likes to date
 - 80% of people who LIKE the page are women, ages 35-44
 - Facebook has a new “star” review system – most pages have a 3-4 star rating and it is not easy to move to 5 star status. Enjoy Senoia quickly went to 5 star
 - Enjoy Senoia website – 4483 November visitors - 8917 reads
 - Light up Senoia – number one reads
 - Tour of Homes – number two reads
 - Number one searches in November – Senoia GA, Senoia, Southern Ground movies filmed in Senoia, Senoia GA Walking Dead
 - How do people find our website: (1) EnjoySenoia.com – (2) Senoia.com
 - Enjoy Senoia Blog – 29389 views
 - Twitter – 1695 tweets, 1194 followers
 - Foursquare – 2627 total check-ins
 - Constant Contact News Letter – Senoia Scene
 - November Issue sent Nov 28 with a 50% open rate
 - A list of merchants not opening the newsletter can be generated with desired.

ANNOUNCEMENTS

- JF will look into the city desire for a donation of the Southern Living toilet facilities
- Wilson Ride – possibility of starting in Senoia downtown in September 2014
 - Proposal to be written by Ride organizer and presented to DDA

ADJOURN

- Motion to Adjourn at 8:45 PM
 - Motion to Approve – ST
 - 2nd Motion – RW

- All in favor – 6 (one early departure)
- Opposed – 0