



**Minutes from the
Regular Business Meeting
of the STAT Board of Directors
February 15th, 2021 – Snellville City Hall – 6:00 pm**

Board Members: Don Britt, President, Presiding; Billy Franklin, Vice President; Kathy Emanuel, Secretary; Kurt Schulz, Treasurer; Jared Eakins; Melvin Everson; Alice Snipes; and Andrew Yee. Lucy DeForest was absent.

Other Attendees: Kelly McAloon, STAT Executive Director; Summer Daniels, STAT Administrative Assistant; Gretchen Schulz, City Councilperson.

1.0 Call to Order / Determination of a Quorum: President Don Britt called the meeting to order at 6:04 pm. Established that a quorum was present.

2.0 Approval of the January Annual Retreat Minutes: Change to the minutes requested regarding approval of Budget. Small change regarding removing water sales of \$176.00 from Farmers' Market and adding plant sales of \$1200.00 to Community Garden. Motion to approve the January 30th Board of Director Annual Retreat minutes with above changes made by Billy Franklin, seconded by Melvin Everson. Motion to passed unanimously.

3.0 Treasurer's Report: Kelly reported very few expenses. We paid. couple of advertising expenses, the Spirit expenses and payroll. Everyone has received a copy of the new budget.

4.0 Old Business:

4.1 2021 Ornament: Kathy reported and showed some ornament options and pricing. Will give everyone an opportunity to look and will come back to it.

4.2 Committee Reports:

A) **Community Garden:** Getting ready for Spring plant sales. Have applied for another grant.

B) **Farmers' Market:** Continues to be very well attended. Shrimp vendor continues to be very popular. Kelly mentioned an article on the growth of Agri-tourism.

C) **Editorial/Spirit Magazine:** Magazine out was well-received. We had offered special ad pricing during COVID. That pricing will no longer be offered. Spring issue is planned for March/April, Summer - mid-June, Fall - beginning of September and Winter issue in mid-November.

D) **Commerce Club:** March Commerce Club will be at Summit Chase, April will return to City Hall. Alona Cross will be the speaker in March and Andrew Carnes will be the guest speaker in April. Working on future speakers.

E) **Events:** Kelly recommended we do not do an event magnet this year. Discussed just doing a small flyer for distribution. Swinging Medallions are confirmed for May 8th. Due to the proximity to Mothers' Day, suggestion to call it a Mom's night out concert. For the concert series; confirmed Tom Petty and the Heartbreakers for May 29th, Twenty Ride confirmed for August 21st and Purple Madness confirmed for September 18th. The Ray Howard Band, the Earth, Wind and Fire Band is scheduled for July, but not yet confirmed. That will be all the bands we have deposits with. For the 4th of July event, Mulligan Stew is confirmed for the 1st band, waiting on confirmation from Contagious for the 2nd band. Confirmed with 1st Baptist Church for fireworks. Waiting on confirmation from the East Coast Pyrotech fireworks company. Starting to contact food vendors. Discussion to wait on inflatables. Discussion on "at own risk" signage being sufficient to obsolev us of liability continuing until end of July. Rupert's Orchestra for Fall Festival. Going forward with vendors for Fall Festival. Tables will be sold for concert series. Table for six only \$125.00. Booked Queen Nation for May 28th, 2022.

4.3 General Marketing Hotels/Logo Video: Doing a small video regarding the new STAT logo with other items and events in city. Kathy wondered if Parks & Rec had an email to reach some of our older citizens not on Facebook. Kelly reported on providing the hotels some information like the Star reports and CVR reporting. Erin at the Hampton is very interested in this type of information. Kelly checking on costs of reports. Discussion on doing marketing for hotels, including wedding info. Erin also requested we do some welcome bags. Discussion on other information we may need on new businesses and residents.

4.4 Website Update/Business Directory: Work ongoing on making a list of businesses.

4.5 STAT Volunteer Hours: Alice is taking on volunteer hours. Please turn your hours.

5.0 New Business: Don reported that we needed to approve the yearly contract with the city. There were no changes other than the percentages. Don called for a motion. Motion to approve the contract made by Andrew Yee, seconded by Melvin Everson. Motion to passed unanimously.

Revisited the ornaments: Consensus was to do the Oak tree in a wood ornament. Discussion on what would go on it. Need year, Experience Snellville and small logo. Kathy will work up some ideas.

6.0 President's Report: No report

7.0 Adjournment: Motion to adjourn made by Kurt Schulz, seconded by Jared Eakins. Motion to passed unanimously.

Don Britt, President.

Kathy Emanuel, Secretary