

**Minutes from the
Annual Retreat Meeting
of the STAT Board of Directors
January 29th, 2022 – Snellville City Hall – 9:00 am**

Board Members: Don Britt, President, Presiding; Kathy Emanuel, Secretary; Kurt Schulz, Treasurer; Jared Eakins; Melvin Everson; Alice Snipes; Lucy DeForest, Stephanie McDonald and Andrew Yee present.

Other Attendees: Kelly McAloon, STAT Executive Director Jessica Manis, STAT Administrative Assistant; Gretchen Schulz, City Councilperson; Jackson Lilly, DCA.

Call to Order / Determination of a Quorum: President Don Britt called the meeting to order at 9:10 am. Established that a quorum was present.

Introduction of Board Members:

Nominate and Vote on Officers: Motion approve the slate of Kurt Schulz as Vice President and Lucy DeForest as Treasurer was made by Kathy Emanuel, seconded by Andrew Yee. Motion passed unanimously.

Approval of the November Board of Director Minutes: Motion to approve the November 15th, 2021 Board of Director Meeting minutes made by Melvin Everson, seconded by Andrew Yee. Motion passed unanimously.

Corporate Resolution: The bank has explained that the key financial decision makers on the bank accounts needs to be the CEO and the Secretary. Kelly, per their direction, has drafted a new Corporate Resolution appointing Don Britt, as CEO and Kathy Emanuel as Secretary for STAT and asks that the Board approve the new Corporate Resolution. According to the laws of the state, any of these key financial decision makers can add and/or subtract signers to the account without all the officers of the corporation being present. Motion to approve the Corporate Resolution made by Kurt Schulz, seconded by Kathy Emanuel. Motion passed unanimously.

Code of Ethics and Conduct Form: Kathy explained that we had added a few minor changes to the Code of Ethics and Conduct Form. In addition, we also needed any key contract workers to also sign a form. Forms would be retained with the Secretary of the Corporation. Passed around forms and had them signed. Kathy also mentioned that our bylaws presently makes no mention of this and should probably be amended. Changing the bylaws is a longer project, but everyone agreed we should set these changes in motion.

Treasurer's Report: Kelly answered a question of Melvin's from a previous meeting. Presented Profit and Loss and financial documents from previous month. Kathy inquired as the the aging of the Accounts Receivable. Kelly said she is working on a list of old accounts that are uncollectable and need to be written off.

Budget Approval: Kelly pointed out there was one column which she could not get straightened out and would have to have the accountants work out. Kelly explained restricted vs. unrestricted funds for the new members. Motion to approve the budget made by Kurt Schulz, seconded by Lucy DeForest. Passed unanimously.

2022 Event Calendar: Kelly presented the Event Calendar. Discussion on whether to move Star Spangled Snellville to another day. Consensus was to keep it on the 4th. Discussion of other event dates and potential conflicts. Decided on the 22nd for the Fall Festival. Beach Blast still in question until we get a commitment for heavy equipment for the sand.

Changed order due to time and moved presentation from DCA up.

Presentation from Department of Community Affairs (DCA) on Hotel/Motel Tax: Kelly introduced Jackson Lilly from the DCA, the office of planning and research. Their main responsible is for receiving reports and explaining the code. Does not do enforcement. Explained different taxes. Explained restricted versus unrestricted funds. Discussed new expansion of Airbnbs.

Farmers' Market/Community Garden Update: Kurt reported the market managed well during Covid. Reported that the extended market is doing extremely well. Beginning to sign up vendors for the summer market. We will be raising the booth fees slightly. Jessica reported that the vendors are very positive about sales. The Community Garden has been doing well. Has been asked to participate in a tour of gardens.

Website Discussion:

Webcat Design Contract: Stephen sent in a new annual contract. For the STAT and Farmers' Market website totals \$3,945.00 (\$2,845.00 for STAT, \$1,100.00 for market) which is slightly lower than previous years. Kelly reported we are still having some problems with the website.

Perry Cox to help keep website updated: Kelly would also like Perry Cox to have some input into the websites. Discussion on difficulties in using website.

Discussion regarding a city app: We need to address our technology and look at apps might be required. Extension discussion on possible options and possibilities. Kelly mentioned checking with Suwanee who has one. Don suggested we might need to engage someone to help us with this. Consensus is to investigate. Consensus was to get this rolling by the 3rd quarter of this year. Don suggested that at our next meeting we have a discussion of what we have and what we want, to set some goals. Suggestion was made to have some people come out to talk to us on what is available and possible.

Discussion of 2022 Ornament – The Grove: Kelly suggested doing something for the Grove. Discussion on designs. Kathy suggested something like the grove of trees with the logo coming out of it. Discussion was following up with individual elements of The Grove like the stage, etc. in the future. Perhaps eventually have a boxed set. Kathy will start a design.

2021 Ornament Update Kurt reported the numbers for the 2021 ornament. Extremely successful.

STAT Event Signage: Kelly would like to get two more signs up around the city. She needs to find new locations. Kelly feels they may run as much as \$2400.00 per sign. Kurt reported that there was an agreement with the new electronic billboards for the city to have some of the events on them. Perhaps STAT could use some of that time. Kelly will check.

Volunteer Hours: Report your hours to Alice.

STAT Volunteer of the Year and Dinner 2021: Kelly suggested we wait till next year and do something big. We need to find an indoor space for approximately 50 to 70. Summit will be available after April. Kelly wants to do it before event season. The Community Room is a possibility or some of the churches. Consensus is to do it in the Community Room to get it ramped up again.

General Marketing Plan/Magazine Overview/Publishing Dates: Kelly pointed out the hotel/motel report she sent out. They are doing the city map again and STAT will have a small ad. Kelly mentioned the sports events that have been held at the park. She spoke with a sports assessment/strategy person. He will do an assessment for around \$8,000.00. She would like to get the amount down. He does an assessment and leaves you with an actionable plan. This gentleman has some credentials and is willing to come talk to us. But we could promote it, but the park would have to run it for the park. Don inquired whether he does an assessment of the physical plant and personnel. Some discussion on the park's customer service for events in the past. Consensus is that the park is under utilized. Kelly has been putting baskets together for special events coming into the Hampton Inn. We will be doing bottled waters with the ExperienceSnellville logo and information. Working on post cards. Meeting with people from Covington for advice and information and then work on a presentation appropriate for the film industry. Looking into the possibility of advertising in the Braves programs. Expensive, but has good numbers. Extensive discussion and consensus was positive. Consensus is that we need to make it measurable.

Final Wrap-Up and Goals: Don stated we have covered most of this, but summed up. We are going to focus on our website and technology piece, focus on the sports piece, focus on expanding our horizons a bit, apps, and influence some change in some of these areas. Andrew volunteered that the hospital is interested in coming back with a sponsorship and they will be meeting soon. He stated Piedmont is interested in community involvement. Don volunteered we would be glad to give them a presentation. Kelly is also going to meet with E.R. Snell regarding sponsorship.

Adjournment: Motion to adjourn made by Melvin Everson, seconded by Stephanie McDonald. Passed unanimously.

Don Britt, President

Kathy Emanuel, Secretary