



Minutes from the *Annual Retreat and Regular Business Meeting of the STAT Board of Directors*

January 18th, 2020 – Summit Chase Country Club – 9:00 am

Board Members Present: Don Britt, President, Presiding; Kathy Emanuel, Secretary; Alice Snipes; Regina Hart; Lucy DeForest; Jared Eakins and Kurt Schulz were present.
Billy Franklin, Vice President was absent

Other Attendees: Kelly McAloon, STAT Executive Director; Summer Daniels, STAT Administrative Assistant; Snellville Mayor Barbara Bender; Snellville Mayor Pro Tem David Emanuel; and Snellville Councilmember Gretchen Schulz.

Call to Order/Determination of a Quorum: Don Britt, President called the meeting to order at 6:00 pm. Established that a quorum was present.

Introduction of Board Members: Don welcomed Lucy DeForest and Jared Eakins. Kathy Emanuel emailed new Bylaws to our new Board members and will make them hard copies for the next meeting.

Nominate and Vote on Officers: Kurt volunteered to take over the Treasurer position. Regina Hart made a motion to accept Billy Franklin as Vice President and Kurt Schulz for Treasurer for the STAT Board of Directors. Seconded by Alice Snipes. Motion passed unanimously.

Approval of Minutes for the November 18th Board of Directors Regular Meeting: Motion to approve November 18th minutes made by Kurt Schulz, seconded by Alice Snipes. Motion to approve passed unanimously.

Treasurer's Report: Kelly provided financial reports. We have \$17,420.00 in our savings account. We are still owed \$67,621.02 from the city. Still working on some past Accounts Receivables. Current balance in the bank today is \$60,960.82. Expect considerable expenses coming up as we approach event season. Kelly mentioned that the Farmers' Market and Community Garden accounting is transitioning from Marcy Pharris to Summer Daniels.

Budget Approval / H-M Tax / Restricted Funding: Kelly presented a new budget. Don and Kelly explained the Hotel/Motel Tax and the Restricted Funding for the new members. 62.5% of the money we receive from the Hotel/Motel Tax is restricted to be used for marketing the city. The other 37.5% of the Hotel/Motel Tax and any money raised from sponsors and events can be spent at our discretion. Don questioned how are budget surplus for 2019 will roll over into 2020. Motion to approve the budget made by Kurt Schulz, seconded by Alice Snipes. Motion to approve passed unanimously.

2020 Event Calendar / Board Meetings: Kelly mentioned the Event Calendar has been approved by the City Council. Any changes/additions must be approved by the Council. Kelly mentioned that is getting harder to get volunteers. The paid help we had in 2019 was invaluable. We are planning to increase the paid help. Kelly mentioned the fireworks were not seen as well from the Green. Some at the ending was a little low for optimum viewing. Tree growth has become a factor. Kelly working with fireworks company for a solution. Have budgeted more for 2020 fireworks. 1st Baptist Church will not be doing the trunk or treat this year. We will be doing a trunk or treat event with our vendors. Working on concert schedule. Kelly will email schedule when she gets it.

a) Concert Series T-shirts for sale: Kelly presented an idea to have Concert Series T-shirts with all the bands listed. Consensus was it is a good idea.

b) Winter Wonderland: The snow was very well received. Have increased budget to expand the snow.

General Marketing Plan / Magazine Overview / Publishing Dates: Kelly has included a sheets with the Sponsorship rates and benefits and the Spirit rate sheet and ad deadlines. General Marketing will continue as is with some expansion. The magazine advertising and Gwinnett Citizen advertising is working well. The social media is especially effective.

Update from the City: Mayor Barbara Bender gave us a city update presentation. Talked about the new Towne Center "The Grove". Gave some background on the developers and the agreement. Finishing up on re-zoning. Presented the revised plan. Some revisions to save some trees. Some discussion on bring apartments to the city center. Discussed connection to city hall and Towne Green. Discussed the Market in the new Towne Center will encourage small start up businesses. Presented the Greenway plan and walking trails will connect into Gwinnett greenway plan. Discussed new office/classroom space in city hall. Discussed Gwinnett Tech offering classes and plans to enlarge program. Discussed improvements at Briscoe Park.

Break

Website Discussion:

- a) **Update SFM/mobile friendly:**
- b) **Pay online for all vendor applications (STAT and SFM):**
- c) **Prompt or time sensitive link for payment:**
- d) **Update SFM appearance:**

Stephen Brust told us our website is five years old and we need to consider upgrading the STAT website and probably update the platform. Would cost around \$1200. Also need to update the Farmers' Market website. That change would be around \$500. Fielded questions on what and how we can do. Farmers' Market will take several days, STAT will take two to three weeks. Consensus that everyone would look at some websites for the STAT site and we would revisit it. Motion to authorize Stephen to redo the Farmers' Market website made by Kurt Schulz, seconded by Regina Hart. Motion to approve passed unanimously. Don also mentioned we would need to incorporate the changes that come with the rebranding.

Pause to Order lunch

Rebranding and Marketing Presentation: Don explained they had interviewed several companies and has asked Rock, Paper, Scissors to give us a presentation on rebranding and marketing STAT. RP & S stressed that we are all bombarded with messages on a daily basis and the most important things to consider is to "be clear". Need to streamline message. Three step process: Brand Immersion (her proposal \$6,840), Brand Envisioning (her proposal \$10,800 with an additional \$2,880 for 12 weeks of Marketing Consultation & Project Management), and Brand Implementation. Plan attached. Discussion followed. Don stated we would really need to coordinate with the city and other organizations. It was stated that while the Grove is important it is not the only thing going on in Snellville. Discussion on need for literature. Discussed social media avenues.

SFM / Community Garden Update: Kurt reported off season market still doing well. Apps coming in for regular season market. Community Garden doing well.

Discussion of 2020 STAT Ornament: Discussion on whether it is premature to do the Grove. The logo is really the only think we can use. Mention of the Veterans' Memorial. Will postpone until next meeting.

Development of the Snellville Story: Don mentioned the new marketing will contribute to this. Kathy reported she has not moved forward due to the election and holidays. Will continue on with meetings now. Asked if everyone wanted me to continue with meetings. Don felt the more information the better.

STAT Event Signage: Skipped.

Volunteer Hours: Send them to Regina.

STAT Volunteer of the Year 2019: Voting was almost unanimous to nominate Alice Snipes as the STAT Volunteer of the Year. Dinner is on February 1st.

Final Wrap-Up and Goals: Don discussed the all Boards meeting and how much it has grown and expanded. Short discussion on STAT's responsibility on continuing the collaboration. Gretchen brought up discussion at the council retreat on Snellville Days and what needs to be done for it.

Kelly requested permission to charge a \$25 cancellation fee to vendors to be added to the event applications. Everyone approved.

Adjournment: Motion to adjourn Motion to adjourn made by Kurt Schulz, seconded by Regina Hart. Motion to approve passed unanimously.

Don Britt, President.

Kathy Emanuel, Secretary