



**Minutes from the
Annual Retreat & Regular Business Meeting
of the STAT Board of Directors
January 26th, 2019 – Summit Chase Country Club**

Board Members Present: Don Britt, President, Presiding; Kathy Emanuel, Secretary; Jamey Toney, Treasurer; Alice Snipes, Regina Hart, Kurt Schulz, Emerson Kyle and Billy Franklin.

Other Attendees: Kelly McAloon, STAT Executive Director; Marcy Pharris, Marilyn Swinney, Gretchen Schulz. Snellville Mayor Barbara Bender and Snellville Mayor Pro Tem Dave Emanuel

Determination of a Quorum: Don Britt called the meeting to order at 9:01 am. Established that a quorum was present.

Introduction of Board Members: Don Britt introduced new board member Emerson Kyle and asked all other members to introduce themselves.

Nominate and Vote on Officers (President, Vice-President, Secretary and Treasurer): Don asked for volunteers for any of the positions. Motion to approve Don Britt to remain as President made by Kurt Schulz, seconded by Billy Franklin. Motion passed unanimously. Motion to approve slate of officers with Billy Franklin as Vice President; Kathy Emanuel as Secretary; and Jamey Toney as Treasurer made by Jamey Toney, seconded by Don Britt. Motion passed unanimously.

Approval of Minutes for the November 19th Board of Directors Meeting: Motion to approve minutes made by Alice Snipes, seconded by Regina Hart. Motion to approve passed unanimously.

Treasurer's Report: Jamey reported that we have a CPA firm that handles the day to day work. Reported that we are in good financial position to start the year. Reported that we have received some money from the city from the Hotel/Motel tax. Referred everyone to the financial reports they had received. Kelly reported that our Hotel/Motel tax from 2018 was slightly lower than we had budgeted. We are still owed money from the city.

Board Meetings: Board of Director Meeting schedule presented. We will still be meeting the 3rd Monday of the month. We will be meeting at City Hall. Kelly also presented a schedule of Commerce Club Meetings for 2019.

Budget Approval: Kelly reported that the 2019 budget was based upon an additional \$50,000 expected to be received from the increased Hotel/Motel tax which will include the new Hampton Inn. She believes this is a very conservative estimate. Some discussion on individual line items. Kurt Schulz stated he would like to add a line item in to hire an assistant for the Executive Director and to assist with the administrative chores for the Farmers' Market. Don also discussed adding an intern to help with some of the administrative work. Extensive discussion on needs, and terms of the position and a location where they could work. Consensus was that we need to add a line item to the budget for such a position. Need to define the job description. Will table this and schedule an additional meeting in the next week or so to finalize.

Update from the City: Mayor Barbara Bender presented an update on the new Towne Center and other upcoming projects. Reported that the Council has visited other centers and markets. Mayor Bender reported that negotiated with the Post Office has been very challenging. This will probably extend the time we can break ground on the Towne Center. The city is also working on bringing in some educational partners. Reported on 1st roundabout is finished except for final striping and 2nd one should begin construction soon. Working on a Greenway plan which will eventually meet up with the county greenway plan. Phase three of the park is underway, but are working on updated plan.

Revising the By-Laws: Kelly reported that after checking with Chuck Ross, it is not necessary to get City Council approval on any changes to our By-Laws but suggested we have them look it over, just to be safe. Extensive discussion on the revisions. Revisions will be made, revisited by the board and then put before the membership for a vote at the November Commerce Club meeting.

Break:

H-M Tax Update/Restricted Funding: Kelly reported that the City Council decided to enter a contract with Explore Gwinnett to promote the city with a portion (25%) of the anticipated increase in funding. The City will also keep 10% of the increase to promote the Towne Center. Discussion on distribution of restricted funds and how that effected what portion of our funds are restricted. Kelly reported that she has put an ad in the Georgia Chamber of Commerce magazine.

Volunteer of the Year Process Discussion: Kelly reported that they are making an attempt to involve new people in this process. In addition they are working on a questionnaire to make sure that nominees can fill out. Congratulations to Duggan and Alice Snipes for receiving Volunteer of the Year for STAT and Kathy Emanuel for overall Volunteer of the Year.

SFM/Community Garden Update: Applications for the Farmers' Market went out beginning of the year. Have received 21 applications for returning vendors to date. Garden applications are being revised and will go out soon. Garden has received a grant and has purchased a smaller greenhouse that can be heated that will go inside the large greenhouse. Extended season market is going well.

2019 Events/Security: Kelly has included an updated schedule. In a meeting with Chief Whitehead and Assistant Chief Perry they expressed concern regarding people crossing the roads during concerts, and have requested that we have Oak Road closed during concerts which will increase our security costs. The chiefs think we should have the officers there from 5:30 through 9:30. The price of the officers has increased. We pay \$40 per hour for regular days and \$45 per hour for holidays. It requires four officers. Kelly adding beer and wine to the Food Truck Fridays. Don suggested having a designated point for Uber/Lift/Ride Share etc. for pick up. Discussion on where to put the pickup/drop off point. Kathy suggested we have a small sign at the liquor sale point with the ride share location.

Discussion of 2019 STAT Ornament: Since it is our 10th anniversary we will feature STAT. Looked at a rough for the ornament. Discussion occurred. Kathy working on revision with suggestions. Put Merry Christmas at top and Believe at bottom. Alice suggested using the tree on a future one.

Volunteers Discussion: Adding one page in each Spirit Magazine just for volunteers. Will add volunteers category to Constant Contact and add all new volunteers. Will have a volunteer button on website.

Website Discussion: Stephen suggested adding story content on main page. Kelly is going to try to add them bimonthly. Then we notify people through social media to take people to new stories on the website. Doing research on "key words". Kelly requested suggestions.

Spirit Magazine Overview/Publishing Dates: Kelly sending update on submission and ad dates.

Break:

Business Development Communications Program (Intern): Will talk about it in labor

Discussion Regarding Hired Help/Events (Day Labor and Administrative): Kelly looking for Labor at events. Has spoken with one of the employees at public works. They must have their own insurance. Discussion on rate of pay. We may have to begin to pay workman's compensation. Extensive discussion on insurance needs.

Marketing Plan: Kelly interested in MeTV targeted at 50 and over. Package offered is \$10,000. 60% cash, 40% barter for 48 30 second spots. Discussion. Concerns with targeting 50+. Consensus was that more research required. Social media works well for us. Bill board advertising was discussed. Kathy mentioned that people still seem to be confused by who and what STAT is and does. Don and others concurred. Don mentioned we might need to change our "branding". Suggestion to use ExploreSnellville. Extensive discussion. Consensus strong on using ExploreSnellville.

Development of the Snellville Story: Eric asked Kelly to see if STAT would be tasked with telling the Snellville Story. Consensus was that this needs to be a city wide effort. Kathy volunteered to coordinate this by working with all city groups. Extensive discussion with numerous ideas. A video. Past, Present & Future. Then and Now. Time Capsule. Video with mediator just talking to people in the city. Kiosk in Town Center with video.

Discussion of Goals for 2019: Re-branding question. Hiring additional help. Development of the Snellville Story. Ideas for Towne Center to make ours different.

New Business and Final Wrap: Set meeting after Commerce Club to define job of new employee. Kurt suggested a t-shirt to sell. Suggestions was Explore Snellville, Experience Snellville. Don read several thank you letters.

Adjournment: Motion to adjourn made by Kurt Schulz, seconded by Alice Snipes. Motion to adjourn passed unanimously at 12:25.

Lunch:

Don Britt, President.

Kathy Emanuel, Secretary