



Minutes from the Regular Business Meeting of the STAT Board of Directors

September 21st, 2020 – Snellville City Hall – 6:00 pm

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

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

- 1.0 **Determination of a Quorum:** Vice President Billy Franklin called the meeting to order at 6:04 pm. Established that a quorum was present.
- 2.0 **Approval of Minutes – August Board of Directors Meeting:** Billy asked for a motion to approve August Board of Directors meeting minutes with a minor correction made by Kurt Schulz, seconded by Alice Snipes. Motion to approve passed unanimously.
- 3.0 **Treasurer’s Report:** Kelly reported that we haven’t spent much money. Spent small amount on Food Truck Friday. Purchased hay bales. Kelly mentioned that while we have a healthy balance, a lot of the sponsor money will need to be carried forward to next year. The income from the hotel tax was up to around 70% to 75% of the expected income for the summer travel months. Expect that to drop off in the next quarters.

4.0 Old Business

4.1 **STAT Rebranding Logo Discussion:** Kelly reported that the response to the logos sent by RPS was not enthusiastic. Asked them for some more ideas that Kelly had just received. Consensus was most liked Concept 1. Kathy mentioned she thought we had decided we would have “Snellville Tourism and Trade” in the logo and most agreed that’s what they remembered. Discussion was to make the orange a little more orange and less rust, otherwise everyone liked the color palette. Suggestion was made tilt the cupola slightly to make it a bit more playful, whimsical look. Consensus was to get different typefaces, more fanciful for “Experience” and “Snellville” and add them with colors. Perhaps use the turquoise for “Experience” and the burgandy for “Snellville”. “We do Amazing” will be used as a tag line.

4.2 Committee Reports:

- A. **Community Garden:** Kurt reported that the dedication of the water feature was held. Was very moving. Greenhouse committee had very successful plant sale at Farmers’ Market. Had a clean up work session.
- B. **Farmers’ Market:** Kurt reported that we have 19 vendors already signed up for the 1st Saturday Extended Season Market. Third Saturday will be just agricultural market and has six vendors so far. Regular market still doing well. Billy commended Gretchen and Kurt for all they do.
- C. **Editorial/Spirit Magazine:** Kelly reported the new, shorter magazine very well received. Winter magazine will also be a smaller magazine. We have offered discounts to the advertisers because the magazines are smaller with a smaller distribution.
- D. **Commerce Club:** Kelly reported the Benita Dodd with the Georgia Public Policy Foundation will be the speaker for the October meeting. We will have a very short general membership meeting to comply with our bylaws. Kelly is asking Don if we can have a in person December meeting at the club.
- E. **Events / Christmas Tree Lighting and Parade:** Kelly consulted with council members and board members and the consensus is it is just too dangerous to have an in person event. All are in agreement to cancel event. We still have to light the tree. Kelly said Perry suggested having a neighborhood drive thru. Joe is on board to have a neighborhood drive thru in his wagon after lighting the tree with Perry Eidson as Santa. Could print a map in the magazine and website. Decided to light the tree earlier (at 6:00 pm) and then have the neighborhood drive thru. Kathy suggested since we are not spending money on the event, perhaps we could allot some dollars and have Joe do a 2nd drive thru on the following Saturday so we could cover more neighborhoods. Everyone was enthusiastic. Kelly will check to see if Joe and his wagon are available for 2nd Saturday drive thru. Kathy made a motion to cancel the Christmas Tree Lighting and Parade and have a virtual Christmas tree lighting and then having the drive thru event if we can get everyone on board with it. Regina seconded. Motion to approve passed unanimously.

4.3 **Baled Hay/Scarecrow and Sunflowers:** Kelly wanted to thank Jake Bettis for selling us the bales at a reduced price and delivering them; Billy Franklin and E. R. Snell with the tractors for all their help. Thank you to Kurt for cutting the 1st sunflower petals. Response on the sunflowers and scarecrow has been very enthusiastic. Thanks to Summer many hours of labor. Thanks to John McAloon and Curtis Carpenter for hours of work. Getting help from public works for getting the scarecrow hat on with the lift truck. Still working on finishing the scarecrow and the sign.

4.4 **Website Update/Business Directory:** Kelly reported that Stephen has directory ready. Kelly still needs to go over it. Hopes to have it live by the next meeting.

4.5 STAT Board Nominating Committee: Kelly working on getting a committee together. Billy, Jared, Marcy and Kelly have agreed to serve on it. Looking for one more person. Melvin Everson has applied for a board seat. Kathy, Don and Alice are reapplying. Regina is not reapplying. There is one seat currently unoccupied.

(Note: Alice was actually re-elected in November 2019, so there are really only 4 seats up for re-election in 2020.)

4.6 STAT Volunteer Hours: Regina: Regina needs volunteer hours.

5.0 New Business:

6.0 President's Report - No report.

7.0 Adjournment: Motion to adjourn made by Kurt Schulz at 6:48 pm, seconded by Kathy Emanuel. Motion to passed unanimously.

Billy Franklin, Vice President.

Kathy Emanuel, Secretary