



**Minutes from the  
Annual Retreat Meeting  
of the STAT Board of Directors  
January 28th, 2023 – Summit Chase – 9:30 am**

**Board Members:** Don Britt, President, Presiding; Kurt Schulz, Vice President; Kathy Emanuel, Secretary; Melvin Everson; Alice Snipes; Liz Jackson, Stephanie McDonald present. and Jared Eakins was absent.

**Other Attendees:** Kelly McAloon, STAT Executive Director; Jessica Manis, STAT Administrative Assistant; Deborah Jones; Jonathan Holmes and Justin Gillespie, Mighty 8th; Pam Ledbetter, Accent Creative, Perry Cox.

**Call to Order / Determination of a Quorum:** President Don Britt called the meeting to order at 9:30 am. Established that a quorum was present.

**Introduction of Board Members:**

**Nominate and Vote on Officers:** Motion to approve the slate of Don Britt as President, Kurt Schulz as Vice President and Kathy Emanuel as Secretary made by Kurt Schulz, seconded by Melvin Everson. Motion passed unanimously. Motion was made to elect Stephanie McDonald as Treasurer made by Kurt Schulz, seconded by Melvin Everson. Motion passed unanimously.

**Approval of the November Board of Director Minutes:** Motion to approve the November 21st, 2022 Board of Director Meeting minutes made by Melvin Everson, seconded by Kurt Schulz. Motion passed unanimously.

**Inspiration:** By Melvin Everson. ABC's of Teamwork read by Don Britt

**Approval of the November Board of Director Executive Session Minutes:** Motion to approve the November 21st, 2022 Board of Director Executive Session Meeting minutes made by Kurt Schulz, seconded by Alice Snipes. Motion passed unanimously. Don briefly discussed what constitutes what a closed session.

**Corporate Registration:** Kelly was unable to register until we had a Treasurer. Will bring to next meeting.

**Code of Ethics and Conduct Form/Social Media Policy and Dress Code:** Kathy explained that Liz had signed the Code of Ethics and Conduct Form. Everyone else's are on file. Kathy passed out updated copies of the social media policy. Question from Kurt regarding Farmers' Market posts. Kathy suggested Kelly or Don send a letter authorizing Gretchen to make any posts she deems necessary for the Farmers' Market. Kathy also distributed the dress code used by the city for editing for STAT use. Kurt and Stephanie stated concerns about dress for working in less formal situations. Kathy pointed out the term "appropriate for". Don suggested that everyone take them home and consider. Kathy will make suggested changes, rework the documents and have them ready at the February meeting.

**Treasurer's Report:** Kelly reported the bank account balances are as follows: Farmers' Market checking account \$20,961.75, Community Garden account \$18,111.16, STAT checking account \$78,895.51 and the STAT savings account \$17,429.63. Kelly also pointed out we have \$222,196.09 due from the city for the 3rd and 4th quarter. Kelly will be following up with the city.

**2023 Event Discussion:** Kelly placed an event schedule in everyone's packet. Kelly has E. R. Snell scheduled for sand placement and removal for the Beach Blast. The Colonel at South Gwinnett is really interested in doing a major presentation for the Memorial Celebration, so we will be shutting the road down. Still booking bands for some dates. Landslide is booked for July 22nd Live on the Lawn. She is working with the city on the Centennial Celebration. Chi Town is booked for the 26th. Taste of Snellville changed to International ToFS. Fall Festival is booked for the October 14th is early because of the city elections. Kelly is still working on getting the Clydesdales for the Centennial. Trying to get the Governor as Grand Marshall for the Centennial. Discussion on other ways to make this year special. Walton Gas has signed a three year contract. Discussion on using static/dynamic QR codes to better track our visitors. Suggestion to give them incentive to fill out information. Discussion on other uses to scan.

**AED/Hearing Devices:** Kelly related we have been contacted by people who are hearing disabled. Presented some information on some devices that can be used at concerts and events. Consensus was it was definitely something we need to make available. Also discussion on getting AED device. Don has one we can purchase.

**Farmers' Market/Community Garden Update:** Kurt reported that we already have 40 commitments for the Summer Farmers' Market. We will have 56 spaces available. Extended season has been averaging 25 to 30 vendors per market. Applications going out for the new season for the Community Garden. Have refined and updated some policies. Jessica reported that while we are on a learning curve, the new FM documentation system is working out well. Kelly reported that we will be online with all documents this year.

**2022 Ornament Update:** Kelly reported the ornament did not sell as well as anticipated. Discussion on what to do with rest. Consensus is to give them to the Grove apartments and they can give them away to new residents.

**2023 Centennial Ornament:** Kelly reminded us that the city is doing an ornament for the Centennial, so we will not be doing one.

**2023 STAT Apparel:** Kelly reported that we would all receive a shirt from the city for the Centennial. Discussion on doing nice polo shirts for everyone for STAT.

*Took a short break. Then moved the presentations up.*

**Website Presentation/Webkat Design:** Stephen Brust cancelled on Friday night. Decided he did not wish to participate.

**Website Presentation/Mighty 8th:** Jonathan Holmes and Justin Gillespie made a presentation with their credentials and ideas as to how they can help with our website.

**Website Presentation/Accent Creative:** Pam Ledbetter made a presentation with their credentials and ideas as to how they can help with our website.

**General Marketing Plan:** Kelly updated on where the magazine is being distributed. Kelly is trying to get information on billboards. Reported on when we will be advertising on the city billboards. Reported on other magazines we are advertising in. Reported on extensive social media advertising. Will be able to share to all social media platforms with the new website. We need to make a decision on the companies for the new website.

**Commerce Club:** Kelly reported on upcoming speakers.

**STAT Event Signage:** Kelly working on an additional event signage. Kelly working with Eddie from Fast Signs to print them and then put them up.

**Volunteer Hours:** Alice agreed to continue to take volunteer hours. Everyone send hours to Alice.

**Temporary Labor Workers:** Kelly still struggling to find some contract workers for events. Discussion on additional options.

**Website Discussion:** Handled above with the presentations.

**Sports Tourism Update:** Sport Strategies is starting stakeholder interviews.

**Film/Camera Ready City:** Kelly included information in our packet. Kelly working with city and schools to get information/fees/etc. together so we will have the information for the film companies.

**Snellville Rocks/Paint a Rock:** Skipped due to time constraints.

Kathy asked how we were going to handle the process of deciding which of the marketing companies we want to hire. Don suggested having a specially called meeting to discuss. Couldn't find a workable date. Decided to do it at the February board meeting. Kathy suggested that before the next meeting Kelly work up the specifics on what we want them to do. Some discussion and ideas were exchanged. Also need to get some idea of costs.

**Final Wrap-Up and Goals:** Don wrapped up by saying that we all have a lot of homework before the next meeting. He also commented that Stephen Brust from Webkat decided not to do a presentation at the last minute, notifying Kelly on Friday night. When Kelly asked why he said he felt like it was a loyalty issue.

*Due to the hour the Executive Session was postponed*

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

Lunch at Fratelli's Resturant