



**Minutes from the  
Regular Business Meeting  
of the STAT Board of Directors  
February 20th, 2023 – Snellville City Hall – 6:00 pm**

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Board Members: Kurt Schulz, Vice President, Presiding; Kathy Emanuel, Secretary; Stephanie McDonald, Treasurer; Alice Snipes; Jared Eakins; and Liz Jackson. Absent: Don Britt, President; Melvin Everson. (Kathy was 15 minutes late.)

Other Attendees: Kelly McAloon, STAT Executive Director; Jessica Manis, STAT Administrative Assistant.

- 1.0 Determination of a Quorum:** Vice President Kurt Schulz called the meeting to order. Established that a quorum was present.
- 2.0 Approval of Minutes – January 28th Board of Directors Retreat Meeting:** A motion to approve the January 28th Board of Director Retreat Meeting minutes with corrections made by Stephanie McDonald, seconded by Jared Eakins. Motion passed unanimously.
- 3.0 Treasurer’s Report:** Stephanie McDonald reported the following balances: The Snellville Farmers’ Market is \$20,277.75, the Community Garden balance was \$18,398.16, the Snellville Tourism and Trade Association balance was \$153,192.69 and the STAT savings account balance was \$17,433.33. We still have due from the city \$266,811.00 and we are expecting about 80% of this amount soon.
- 4.0 Old Business:**
  - 4.1 Committee Reports:**
    - A) Community Garden:** Kurt reported gearing up for a plant sale at the Farmers’ Market. Last years’ maintenance people were not able to come back. Have a new one lined up. Work party planned for this weekend. Updated some policies. Have a few beds still available.
    - B) Farmers’ Market:** Winter market still going strong. Summer market almost fully booked. We will have a chicken vendor. Rhodes Bakery will also be a new vendor.
    - C) Editorial/Spirit Magazine:** Good response on magazine that is out. Working on spring edition. Getting more advertising. All our Keystone sponsors have sent their checks.
    - D) Commerce Club:** Last Commerce Club very well attended. Business After Hours at Fratelli’s was very well attended. Getting food donated is difficult, so it cost us a little more. But was very well received. Looking for new places.
    - E) Events/Event Calendar 2023:** Kelly reported that about 90% of everything is booked. Met with a company to handle events on the Green, they do not have trucks and trailer available. Flexible Staffing would cost between \$22 and \$25 per hour/per person. That includes background checks and workman’s comp. Have given them dates and times. Will be setting up another meeting. Still working on truck and trailer issue.
  - 4.2 DDA Board Appointment Update:** Don spoke with Heather Clayburg and will set up a meeting with her and a few board members.
  - 4.3 Snellville ROCKS:** Going very well. Posting pictures. Senior Center is painting some rocks. Some of the schools are involved.
  - 4.4 Sports Tourism Update:** Interviews going well. A few left to do. Randy will do a site visit of a couple of days.

**Corporate Registrations:** A motion to add to the minutes that we have filed our Georgia Corporate Registrations for this year for both The Commerce Club and Snellville Tourism and Trade Association was made by Kathy Emanuel, seconded by Stephanie McDonald. Motion passed unanimously.
  - 4.5 Web Presentation Discussion:** Kelly presented an outline she sent to both companies for what we need for the website. We need to get an approximate quote and costs. Extensive discussion on the scope of the work. Ideas on what we need it to do for visitors and for our members. Handle membership sign up and renewal. Must highlight hotels. Links to register with hotels on our website. Things to do in our area. Discussion integrating with mobile platform. Discussion on searchability and directing to website. Feature Farmers’ Market and Garden, Briscoe Park, our Sports Tourism, the Veterans’ Memorial, the Greenway Trail, eventually the Grove, the churches and service times.
  - 4.6 Art Projects/Schools:** Will discuss at a later time

- 4.7 Volunteer Recognition Dinner:** Decided to have a volunteer dinner at Frattelli's. Will do a volunteer meeting separately.
- 4.8 Centennial Celebration Update:** Kelly reported that the committee is meeting again this Wednesday.
- 4.9 Volunteer Hours:** Turn volunteer hours to Alice
- 4.10 Social Media and Dress Policy:** The social media and dress policies were distributed to be looked at. These are based on the city policies. Extensive discussion. Tabled till next meeting.
- 5.0 New Business:**
- 6.0 President's Report:** none
- 7.0 Adjournment:** Motion to adjourn made by Stephanie McDonald, seconded by Jared Eakins. Motion passed unanimously.

Kurt Schulz, Vice President

Kathy Emanuel, Secretary