

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

Board Members: Don Britt, President, Presiding; Kurt Schulz, Vice President; Kathy Emanuel, Secretary; Stephanie McDonald, Treasurer; Alice Snipes; Jared Eakins; Liz Jackson; and Melvin Everson.
Other Attendees: Kelly McAloon, STAT Executive Director; Jessica Manis, STAT Administrative Assistant; Gretchen Schulz, Snellville City Councilperson.

- 1.0 Determination of a Quorum:** President Don Britt called the meeting to order. Established that a quorum was present.
- 2.0 Approval of Minutes – February 20th Board of Directors Meeting:** A motion to approve the February 20th Board of Director Meeting minutes made by Kurt Schulz, seconded by Alice Snipes. Motion passed unanimously.
- 3.0 Treasurer’s Report:** Stephanie McDonald reported the following balances: The Snellville Farmers’ Market is \$20,202.75, the Community Garden balance was \$19,961.81, the Snellville Tourism and Trade Association balance was \$286,634.75 and the STAT savings account balance was \$17,436.68.
- 4.0 Old Business:**
 - 4.1 Committee Reports:**
 - A) Community Garden:** Kurt reported they had a great clean up day with 19 volunteers. The CG already has over \$1,000.00 in plant sales. Had a \$1500 grant come through. Have only one bed left.
 - B) Farmers’ Market:** Winter market still going strong. Next market has 38 or 39 vendors, Summer market fully booked. Have new flower vendor coming Some new produce vendors and an ice cream vendor. Coffee vendor will be attending.
 - C) Editorial/Spirit Magazine:** Some one from Monticello called requesting magazines for their visitor center after seeing ad in Explore Georgia. Now in 7 visitor centers. Spring edition out end of month.
 - D) Commerce Club:** Attendance great. Having new members sign up.
 - E) Events:** Kelly reported the Volunteer dinner coming up. First Food Truck Friday in May will celebrate Cinco de Mayo, Discussion on truck and trailer for events. Volunteer sign up meeting in April. Kathy made the suggestion we just buy a used servicable truck and eliminate a lot of problems. Discussion on where to store it. Consensus was we should do it. Suggestion to contact E.R. nell see if they have older truck for sale.
 - 4.2 DDA Board Appointment Update:** Don asked Stephanie to help him touch base with Heather Klaiber.
 - 4.3 Sports Tourism Update:** Fonda Johnson said they are wrapping up interviews. Getting Fonda in touch with last few people. Randy is scheduled to come here on March 27th . Happy with discussions with park personnel. Had to get permission from hotels for them to see their information.
 - 4.4 Web Presentation Discussion:** Kelly was a little shocked at price of Mighty Eight and their delivery date was longer than we had anticipated. Pam was concerned that they could not meet the deadline. Discussion on reevaluating our deadlines. Decided we need to extend Stephen’s time. Discussion that we need three quotes.
 - 4.5 Volunteer Recognition Discussion:** Discussed above
 - 4.6 Centennial Celebration Update:** Plans have shifted and August 18th and 19th celebration will all be on the Green. Will be a Friday and Saturday event. Will have a Food Truck Friday, Farmers’ Market and concert all with centennial theme. Will have a dinner for invited guests and speakers in breaks of band. Will be opening time capsule at the park and closing a new one at the Grove.
 - 4.7 Volunteer Hours:** Send them to Alice
 - 4.8 Social Media and Dress Policy:** Need to delete paragraph regarding Executive Director. Nixed dress code document.

Note: Melvin reported that The Governor will be coming on August 19th to the centennial celebration. Excitement ensued.

5.0 New Business:

5.1 Hotels – 2023 trends and Expectations: Kelly presented some interesting information. Expected growth across the board.

5.2 Discussion of Mobile Visitor Center: Extensive discussion on video and how we can apply it to our needs. Kathy expressed that while 100% behind the idea, we need to figure out staffing before making the investment. Kelly broached to Butch and Barbara perhaps letting us have a larger percentage of the hotel/motel tax for a year or two to cover some of the costs. We would have to work on sponsors. Enthusiastic concensus is to work on this idea for 2024. Discussion on how effective it was educating the local population. Don concluded we have our homework to do. Kelly feels this may be the most important thing we've done.

6.0 President's Report: none

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

Don Britt, President

Kathy Emanuel, Secretary