



**Minutes from the
Regular Business Meeting of the STAT Board of Directors
January 20, 2024 – Snellville City Hall – 9:00am**

Board Members: Don Britt, Presiding; Kurt Schulz, Vice President; Stephanie McDonald, Treasurer; Liz Jackson; Melvin Everson; Richelle Brown; Deborah Jones; Traci Leath

Other Attendees: Kelly McAloon, STAT Executive Director; Annabelle Hammock, STAT intern

President Don Britt called the meeting to order and established that a quorum was present.

Introduction of new Board members Deborah Jones, Richelle Brown, and Traci Leath. Officers – Don Britt to remain as president, Kurt Schulz remains as vice president, Stephanie McDonald remains as treasurer. Liz Jackson was proposed to serve as secretary. Motion made by Melvin Everson, seconded by Kurt Schulz. Motion passed unanimously.

November regular meeting minutes reviewed. Item 4.0 Marketing, Clear Channel modified to a \$1,300/mo annual contract approved. With modification, Motion made by Kurt Schulz, seconded by Stephanie McDonald. Motion passed unanimously.

Code of Ethics policy and Social Media policies were reviewed with copies to be signed by each Board member. "X" denotes that a signed copy has been received.

Board Member	Social Media	Code of Ethics
Deborah Jones	X	X
Don Britt	X	X
Kurt Schulz	X	X
Liz Jackson	X	X
Melvin Everson		
Richelle Brown	X	
Stephanie McDonald		
Traci Leath	X	X

Treasurer's Report: Kelly McAloon reported the following balances: Payroll account \$20,440.88; Farmer's Market \$23,799.16; Community Garden \$21,218.46; STAT checking \$224,077.23; STAT savings \$17,473.23. Clarified that STAT operates on a calendar year schedule.

Hotel Motel (H-M) Tax presentation. Don reviewed history of Snellville's use of, and structure to support, the H-M tax. Clarified that Experience Snellville is a 501(c)(6). Kelly reviewed the Georgia Department of Community Affairs Hotel-Motel Tax presentation found on their website: [general_hmt_presentation_long.pptx \(live.com\)](http://general_hmt_presentation_long.pptx.live.com)

2024 Budget: New this year is \$5K budgeted for Fine Arts in Program Expenses as Tourist Product Development (TPD). Board discussed creating a standardized application and defining a standardized process for groups seeking grants or sponsorships. Richelle Brown volunteered to draft application and define process to be reviewed and discussed next month.

Website Presentation Deck/Accent Creative: Presentation given by Pam Ledbetter with Accent Creative. Pam previewed the Experience Snellville website work that is currently under construction. Feedback received from Board Members.

Introduced Annabelle Hammock, intern from Gwinnett Tech's Hotel, Restaurant, and Tourism program. She will be working 10 hrs/week with Experience Snellville for the spring semester, and will graduate in May.

Volunteer Appreciation Dinner: Will be held at Fratelli's, likely in February or March. Kelly to choose date and send out info to the Board and volunteers.

2024 Event Discussion: Calendar is finalized with Beach Blast still awaiting confirmation from sand hauler. Discussed ensuring that there is diversity in entertainment offerings for concert series.

Snellville Spirit Magazine advertising rates shared. Shared monthly Commerce Club dates for the year, and quarterly Business After Hours dates.

Christmas Ornament: annual Snellville tradition discussed options/ideas.

STAT Apparel: Kelly to get samples of ¼ zip pullover like those that Snellville Parks & Rec staff currently have.

Marketing Plan: Kelly shared monthly calendar that is produced for the local hotels. Shared locations for advertising, focus for billboards

Sports Tourism: National women's flag football team coming to Snellville this spring. Will include magazine article in upcoming Snellville Spirit magazine.

Film/Camera Ready City: Even though the state only officially recognizes counties as being camera ready, the city becoming camera ready could be on the website and help support filming in Snellville.

Team Building Activities: Quarterly team building idea suggested for Board Members. Provide suggestions to Kelly.

Structure: Due to the volume and scope of work done by STAT there is a desire to have stronger structure supporting the work of STAT. Objectives include ensuring updating or establishing job descriptions, ensuring competitive compensation, setting standard operating procedures, etc. Future state could include sub-committees supported by Board Members. Budget includes funding to pay physical laborers to support events. Show Pros is one company that STAT could consider for hiring event labor. Discussed potential need for additional full or part time employed support personnel, and potential additional interns. Discussed and agreed to revise the former Administrative Assistant role so that it is titled Event Manager. Liz to share draft job description with the Board so that the position can be posted and filled as soon as possible.

Regular Business Meeting Minutes 1.20.2024

Adjournment: Motion to adjourn made by Melvin Everson and seconded by many. Motion was unanimous. Meeting adjourned at 1:30PM

Don Britt, President

Liz Jackson, Secretary