



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

April 20th, 2020 – Online Zoom Video Meeting – 6:00 pm

Board Members Online: Don Britt, President, Presiding; Billy Franklin, Vice President, (cell Phone could hear but had to respond by text); Kathy Emanuel, Secretary; Kurt Schulz, Treasurer (audio only); Lucy DeForest; Jared Eakins; and Alice Snipes (cell phone) joined late; were present.

Regina Hart not attending

Other Attendees: Kelly McAloon, STAT Executive Director; Summer Daniels, STAT Administrative Assistant; Marcy Pharris; Stephen Brust.

- 1.0 Determination of a Quorum:** Don Britt, President called the meeting to order at 6:00 pm by calling roll. Established that a quorum was present.
- 2.0 Approval of Minutes – February Board of Directors Meeting:** Motion to approve February 17th, 2020 minutes made by Kurt Schulz, seconded by Lucy DeForest. Don did a roll call vote. Motion to approve passed unanimously.
- 3.0 Treasurer's Report:** Kelly stated not many changes. We are owed \$57,000.00 from city for the 1st quarter. Expect a major decrease coming in 2nd quarter. Hampton Inn is running at about 20% occupancy. Most hotels/motels running at 5% to 8%. We are still in a stable financial position. Existing balance in bank about \$85,000.00. Money has been paid to the Swinging Medallions for the Beach Blast but they have agreed to use it as a deposit for the 2021 event, so it will be a credit not a loss. Waiting on approval from city on date for the 2021 Beach Blast. Kelly is waiting to hear from the band for the May 23rd event regarding rescheduling mid-June. If that is not possible will shoot for two concerts in July.

4.0 Old Business

4.1 Read into the minutes the Georgia Secretary of State Annual Registrations:

A. Snellville Tourism & Trade Association

B. Snellville Commerce Club

Kathy Emanuel made a motion to have the Georgia Secretary of State Annual Registration of both the Snellville Tourism and Trade and the Commerce Club into the minutes. Seconded by Kurt Schulz. Don did a roll call vote. Motion to approve passed unanimously.

Kathy Emanuel made a motion to have the February 27th E-mail vote to approve the design for the 2020 STAT Christmas ornament read into the minutes. Seconded by Jared Eakins. Don did a roll call vote. Motion to approve passed unanimously.

- #### 4.2 Recovery Readiness Task Force / STAT Website:
- Kelly reported she had been contacted by Eric Van Otteren regarding how the cities could help by publicizing the re-opening of businesses. Had virtual meeting with groups from other cities, the DDA, the CID, etc. Eric wanted to have one page with Grayson, Loganville, areas of Stone Mountain and Centerville. Kelly had reached out to our Board and all responses were that our mission is Snellville businesses. Eric reached out to Don and Stephen Brust. Stephen reported that Eric proposed having a website with all cities. Stephen told Eric that an undertaking would be costly and told him we had discussed doing it with just Snellville. Stephen and Don discussed adding a business directory on the new website. Kurt repeated he felt we should do just Snellville. Kathy agreed. Don stated his opinion that it should be just for our businesses. Don is also concerned that it could be done quickly enough. Kathy stated that it was a good idea but had concerns as to how it could be kept current enough to be valuable and the costs involved in keeping it current. Consensus is that we are only concerned with Snellville. Don stated we need to find out the costs from Stephen on doing this. Discussion on how complicated it should be.

4.3 Committee Reports

A. Community Garden: Good start of the year. Greenhouse crew have cultivated plants and are selling at Farmers' Market and have made around \$2000.00. Also CG has received a grant of \$1500.00.

B. Farmers' Market: Kurt reported that the "Drive Thru" Farmers' Market with just produce vendors was amazing. The traffic was lined up to Oak Road with a wait at times of an hour, but everyone was pleased to have it available. Vendors were very pleased. Several said it was the best market they had had. Planning on one on May 2nd. Working on plans for the summer market and how it would be handled with the special circumstances.

C. Editorial/Spirit Magazine: Kelly reported one magazine just out. Planning to do the next one, but smaller. Trying to cut budget in half. Cutting back advertising rates. Will print less magazines. Kelly planning on bringing it out around the 3rd week in June. Waiting to see if the 4th of July event will be held. Will have COVID information in magazine.

D. Commerce Club: Kelly reported we will cancel the May meeting. Postponing scholarship deadlines 30 days. Potentially have scholarship at July. Richard Steele is scheduled for the June meeting.

E. Events: Discussed some of it above. Kelly conferring with Butch regarding 2021 events. Concerned at this point about scheduling anything in June. Would like to move the May 23rd concert into July if possible. Kelly hoping we could do a June Food Truck Friday incorporating social distancing with people coming in to pick up food and take it with them.

a) Corona Virus Updates

- 4.4 Update on Marketing Agency / Rebranding:** Kelly reported that they are kind of on hold. Will be checking with Rock, Paper, Scissors.
- 4.5 ROW Signage Update – Kelly:** Kelly reported we have two of our signs down. Billy texted that he has one new sign post for Hill Top and will get it up next week. Kelly will be checking with him.
- 4.6 STAT Volunteer Hours: – Regina:** Regina needs volunteer hours.
- 4.7 Contract Renewal with Accounting Firm:** Jimmy Whitaker’s contract is up for renewal. Kurt Schulz made a motion to approve the contract at the same price of \$650.00 per month with a \$1620.00 annual fee to do the tax returns. Seconded by Kathy Emanuel. Don did a roll call vote. Motion to approve passed unanimously.

5.0 New Business:

- 5.1 Booking 2021 Concert Series Bands:** Discussed above. Kelly stated that if we want to get good bands we need to get further out in front with booking.
- 5.2 STAT funding:** Kelly reported she is waiting on responses on our restrictions on what we can spend money on. Kelly spoke with the Department of Community Affairs who controls the Hotel/Motel tax. They monitor our restricted funds only. Kelly has asked Chuck Ross for an opinion on how we can use our unrestricted funds. Asked for clarification on the funds we have donated to the Cop/Cab, whether we can donate to community causes. Waiting on his response.

6.0 President’s Report - None

- 7.0 Adjournment:** Motion to adjourn Zoom video meeting made by Lucy DeForest, seconded by Jared Eakins. Don did a roll call vote. Motion to approve passed unanimously

Don Britt, President.

Kathy Emanuel, Secretary