



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

August 17th, 2020 – Summit Chase Country Club – 6:00 pm

Board Members Online: Don Britt, President, Presiding; Billy Franklin, Vice President; Kathy Emanuel, Secretary; Kurt Schulz, Treasurer; Lucy DeForest; Jared Eakins; and Alice Snipes. Regina Hart was absent.

Other Attendees: Kelly McAloon, STAT Executive Director; Summer Daniels, STAT Administrative Assistant; Gretchen Schulz, City Councilperson; Marcy Pharris (on zoom)

- 1.0 Determination of a Quorum:** President Don Britt called the meeting to order at 6:05 pm. Established that a quorum was present.
- 2.0 Approval of Minutes – June Board of Directors Meeting:** Motion to approve July 20th Board of Directors meeting minutes made by Kurt Schulz, seconded by Alice Snipes. Motion to approve passed unanimously.
- 3.0 Treasurer’s Report:** Kelly said not much different to report. Only expenses were small ones for the Food Truck Friday and the Community Garden landscaping. Received \$10,000 for the spring and summer issues of the magazine. Still waiting on check from city. Kelly has rebooked almost all the bands for next year with small penalties. We will be charged 15% of the \$15,000 (\$2250.) for the fireworks cancellation.

4.0 Old Business

- 4.1 STAT Rebranding Logo Discussion:** Kelly reported that the response to the logos sent by RPS was not enthusiastic. Showed next report from RPS. Extensive discussion. Gretchen pointed out one city used “We do amazing”. Everyone liked that. Kathy suggested that as a tag line. Don pointed out our logo is for STAT not the city. An acorn was mentioned. Kathy mentioned that while the new Towne Center is a big deal, it is not all of what we are marketing. Billy reiterated this is branding STAT not the city. Discussion on the tree being an integral part of the city image. A lot of people liked a graphic with our logo, like the cupola. Leaning toward “Experience Snellville with Snellville Tourism & Trade”. Consensus was not to include a tree at this time, perhaps add it in the future. Discussion as whether to use “We do Amazing” as a tag line or as part of the logo. Will move forward with these ideas and see Round two from RPS.
- 4.2 Committee Reports:**
 - A. Community Garden:** Kurt reported committee is starting some more plants for fall sale. Water feature done except for landscaping. Having dedication on September 6th.
 - B. Farmers’ Market:** Kurt reported Market is doing very well. Will be doing the extended season market 1st Saturday from October to May. Will also be doing an “agricultural” market on the 3rd Saturday of extended season.
 - C. Editorial/Spirit Magazine:** Kelly reported magazine will go to press on Wednesday with 28 pages. Adding in some contests.
 - D. Commerce Club:** Kelly reported the September meeting will have Mark Farmer, Economic Development Manager for Gwinnett County as the speaker. Discussion on how to do elections in November. Don’s, Kathy’s and Regina’s seats are up. Regina has decided she will not reapply. We also have one vacant seat. Kelly will speak with the hospital to see if they wish to put someone up. Also will speak with Ashley from Walton Gas. Will get applications up on website. All meetings will be virtual for the rest of the year. Don inquired about a nominating committee. Kelly asked Jared to serve and will get a committee together.
 - E. Events / Cancelled Events:** All events already cancelled through the end of October. We are officially waiting until next month to decide on Christmas event, but Kelly is already thinking of virtual events.
- 4.3 Website Update:** Kelly reported she gave Stephen the go ahead to start the new website in WordPress with a new look. Kelly excited about the new business directory. Kelly mentioned new business called the Awkward Cup in Wisteria Plaza.
- 4.4 ROW Signage Update:** Kelly met with Billy and Kurt to check measurements. Working to get this resolved.
- 4.5 STAT Volunteer Hours: Regina:** Regina needs volunteer hours.

5.0 New Business:

- 6.0 President’s Report -** Don asked for ideas for his letter for Spirit Magazine. Don mentioned making it from the whole board. Suggestions were that we are hard at work for next year, that we are doing a lot of activities virtually, that we regret having to cancel events, but decided to err on the side of caution, to mention new business directory, to mention the things we are doing like Farmers’ Market, and the Community Garden donating large quantities to CoOp. Don said he is looking forward to finally closing on the sale of part of the golf course. Mentioned it has taken large amounts of his time.

- 7.0 Adjournment:** Motion to adjourn made by Kurt Schulz, seconded by Billy Franklin. Motion to passed unanimously.