



**Minutes from the
Annual Retreat and Regular Business Meeting
of the STAT Board of Directors
January 30, 2021 – Summit Chase Country Club – 9:00 am**

Board Members: Don Britt, President, Presiding; Kathy Emanuel, Secretary; Kurt Schulz, Treasurer; Lucy DeForest; Jared Eakins; Melvin Everson, Andrew Yee. Billy Franklin, Vice President and Alice Snipes were absent.

Other Attendees: Kelly McAloon, STAT Executive Director; Summer Daniels, STAT Administrative Assistant; Barbara Bender, Mayor of Snellville; Dave Emanuel, Mayor Pro Tem; Tod Warner, City Councilperson; Solange Destang, City Councilperson; Butch Sanders, City Manager of Snellville; Stephen Brust.

Call to Order / Determination of a Quorum: President Don Britt called the meeting to order at 9:01 am. Established that a quorum was present.

Introduction of Board Members: President Britt introduced new Board Members Andrew Yee and Melvin Everson. Then asked all Board members to introduce themselves.

Nominate and Vote on Officers (President and Secretary): Don and Kathy volunteered to step down as President and Secretary respectively. No one responded. Don asked for a motion to accept Don Britt as President and Kathy Emanuel as Secretary. Motion made by Kurt Schulz, seconded by Lucy DeForest. Motion to passed unanimously.

Treasurer's Report: Kelly reported very few expenses. Presented reports from Accountant for December 2020. Received \$97,000.00 from city. Expecting additional payment from city. Kelly reported we are now receiving 90% of the Hotel-Motel taxes.

Approval of the November Regular Meeting Minutes: Don invited everyone to look at the minutes from the November 16th, 2020 Meeting. Inquired if there were any changes. Motion to approve the November 16th Board of Director meeting minutes made by Kurt Schulz, seconded by Lucy DeForest. Motion to passed unanimously.

Budget Approval / Hotel-Motel Tax / Restricted Funding: Kelly pointed out the copy of the new budget in everyone's packet. The main difference from last year is that we are receiving 90% of the Hotel-Motel tax (up from 65% last year). Also mentioned that we are estimating income conservatively due to the uncertainty of the COVID situation. Butch Sanders reported that the Hampton Inn has not changed their rates and confirms that he believes the income estimate is conservative. Kurt requested we remove the cookbook sales and water sales from the Farmers' Market and add plant sales under the Community Garden. Kelly pointed out the increased marketing expense item. Showed several ads that will be coming out. The Spirit magazine will be sent to visitor centers around the state. Kelly explained restrictive vs. non-restrictive fund requirements. Motion to adopt budget, with the above changes recommended by Kurt Schulz, made by Melvin Everson, seconded by Kathy Emanuel. Motion to passed unanimously.

2021 Event Calendar / Joint Discussion with City Council: Kelly reported that the event calendar is still uncertain due to COVID. Andrew Yee reported what the hospital is seeing. Kelly feels we can safely manage the concerts. We have contracts for the bands postponed from last year. Discussion from Board and Council on constantly changing situation. Agreement on cancelling Beach Blast but continue with the concert. Plan is to keep Food Truck Fridays, Farmers' Market, to plan the Live on the Lawn series. Consensus from Council and Board is to move forward with other events starting in July and adjust as needed. Mayor Bender feel people of aware of risks and can decide accordingly.

Update from the Mayor: Mayor Bender gave us an update on the Towne Center and the Grove. She reported on the status of the multitude of pieces necessary to complete this project, for example getting the county to build the new sewers required, and the state and county to handle the new traffic lights required. She reported on the Greenway Trial System, both the 1st (to be finished in February) and 2nd phases. Gave an update on new development in 2020. Updated on new subdivisions. Told us about the rewritten and clarified Unified Development Ordinance which should attract quality developers. Praised our Police Department and the Snellville Youth Commission. Reported on the Gwinnett Tech classes that were taking place in the new space at City Hall.

Update from the City Manager: City Manager Butch Sanders said that he felt the Mayor covered everything. Don Britt asked that the city councilperson present introduce themselves.

Break

FM / Community Garden Update: Kurt Schulz reported the Farmers' Market is doing well, averaging 10 to 15 vendors each market. Applications for the summer market are coming in and vendors are being approved. The Community Garden is doing well. Plants are being grown in the greenhouse for future sales.

Website Discussion:

- a) **Update STAT website:** Kelly reported that the Business Directory is almost finished. Stephen Brust showed us the Directory in action and explained how our businesses will sign up and the different levels available. Stephen and Kelly discussed other opportunities we will be offering.
- b) **Pay online for all vendor applications (STAT and SFM):** Coming
- c) **Prompt or time sensitive link for payment:** Coming

Discussion – Business Directory/Paid Ads/Video Options: discussed above

Discussion – city app: Is a goal once we get the new website up and running smoothly. Kelly is doing research and getting back to us.

STAT Event Signage: Kelly reported we only have three signs right now. Needs to find two more locations.

Volunteer Hours: Alice will be taking over. Don explained to new members.

STAT Volunteer of the Year and Dinner 2020: Consensus is to skip this year. Discussed maybe some Board members going out with Kelly to present plaques to sponsors to let them know we appreciate them or maybe doing it at a City Council meeting.

General Marketing Plan / Magazine Overview / Publishing Dates: Planning to have magazine out the week before Easter which is April 4th. Others to be planned. Cover of latest issue intended to show the diversity of the city in the new STAT colors. Planning a video. Planning a monthly calendar on pads to distribute to key places. Don suggested looking into TV kiosks that can be updated with community information to be placed in key locations, hotels, restaurants, the Grove, the library etc. Kelly to look into it, costs, etc. Starting in March we will be running an ad in “The Dig”. Kathy mentioned that the Board would like to see the ads and other things before they go out.

Games to Engage Community (ie: How well do you know Snellville): Kelly is working on a game with Mando that should run about 12 days. Working on other future ideas.

Discussion – 2021 Ornament (Snellville Oak Tree): Consensus was the Snellville Oak Tree photo. Maybe have wood grain ornament.

Final Wrap-Up and Goals: We are on the February 8th City Council meeting for our budget approval. Kelly is working at getting the hats with the new logo out . . . the Historical Society agreed to sell them. Working on ideas for postcards for Snellville. Kelly told us of some continuing education she is attending. Don did a final wrap up.

Adjournment: Don called for a motion to adjourn at 11:53. Motion to adjourn made by Kurt Schulz, seconded by Andrew Yee. Motion to passed unanimously.

Don Britt, President.

Kathy Emanuel, Secretary