

The City of Snellville
2342 Oak Road
Snellville, Georgia 30078
(770) 985-3500 • FAX (770) 985-3525



AGENDA

WORK SESSION
OF MAYOR AND COUNCIL
CITY OF SNELLVILLE, GEORGIA
MONDAY, FEBRUARY 9, 2026

Publication Date: February 5, 2026

TIME: 6:30 p.m.

DATE: February 9, 2026

PLACE: City Hall Conference Room 145

I. CALL TO ORDER

II. REVIEW REGULAR BUSINESS MEETING AND PUBLIC HEARING AGENDA ITEMS

III. REVIEW CORRESPONDENCE

IV. CITY ATTORNEY'S REPORT

V. DISCUSSION ITEMS

- a) Update of Ongoing Projects [Bender]
- b) Discussion About the Intersection Improvement Project at Highway 78/SR 10 and Crestview Drive by the Georgia Department of Transportation [Carter]

VI. EXECUTIVE SESSION

An Executive Session may be called:

- To discuss pending and/or potential litigation, settlement claims, administrative proceedings or other judicial actions, which is exempt from the Open Meetings Act pursuant to O.C.G.A. Section 50-14-2(1).
- To authorize negotiations to purchase, dispose of, or lease property; authorize the ordering of an appraisal related to the acquisition or disposal of real estate; enter into a contract to purchase, dispose of, or lease property subject to approval in a subsequent public vote; or enter into an option to purchase, dispose of, or lease real estate subject to approval in subsequent public vote, which is excluded from the Open Meetings Act pursuant to Section 50-14-3(b)(1)(C).
- Upon the appointment, employment, compensation, hiring, disciplinary action or dismissal, or periodic evaluation or rating of a public officer or employee, which is excluded pursuant to O.C.G.A. Section 50-14-3(b)(2).

VII. ADJOURNMENT

The City of Snellville
2342 Oak Road
Snellville, Georgia 30078
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AGENDA

**PUBLIC HEARING & REGULAR BUSINESS MEETING
OF MAYOR AND COUNCIL
CITY OF SNELLVILLE, GEORGIA
MONDAY, FEBRUARY 9, 2026**

Publication Date: February 5, 2026

TIME: 7:30 p.m.

DATE: February 9, 2026

PLACE: Council Chambers

I. CALL TO ORDER

II. INVOCATION

III. PLEDGE TO THE FLAG

IV. CEREMONIAL MATTERS

- a) Recognition of the Active Adult Center Volunteer of the Year Award
- b) PRO 2026-02 – Go Red for Women – American Heart Month

V. MINUTES

Approve the Minutes of the January 12, 2026 Meetings and the January 22, 2026 Special Called Work Session

VI. INVITED GUESTS

VII. COMMITTEE / DEPARTMENT REPORTS

Snellville Youth Council

VIII. APPROVAL OF THE AGENDA

IX. PUBLIC HEARING

X. CONSENT AGENDA (Please see *Note)

XI. OLD BUSINESS

PUBLIC HEARING & REGULAR BUSINESS OF MAYOR AND COUNCIL
MONDAY, FEBRUARY 9, 2026
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XII. NEW BUSINESS

- a) Consideration and Action on Approval of the 2026 Snellville Tourism and Trade (STAT) Contract [Bender]
- b) Consideration and Action on Approval of the Updated City of Snellville Brand Guide [Bender]
- c) Mayor's Nomination and Council Confirmation of Richelle Brown to the Snellville Youth Council [Bender]

XIII. COUNCIL REPORTS

XIV. MAYOR'S REPORT

XV. PUBLIC COMMENTS

- Section 2-53
Each member of the public who wishes to address the Mayor and City Council in public session must submit their name, address and the topic (be as specific as possible) of their comments to the City Clerk prior to making such comments. Individuals will be allotted five minutes to make their comments and such comments must be limited to the chosen topic. Members of the public shall not make inappropriate or offensive comments at a City Council meeting and are expected to comply with our adopted rules of decorum.
- Decorum
You must conduct yourself in a professional and respectful manner. All remarks should be directed to the Chairman and not to individual Council Members, staff or citizens in attendance. Personal remarks are inappropriate.

XVI. EXECUTIVE SESSION

An Executive Session may be called:

- To discuss pending and/or potential litigation, settlement claims, administrative proceedings or other judicial actions, which is exempt from the Open Meetings Act pursuant to O.C.G.A. Section 50-14-2(1).
- To authorize negotiations to purchase, dispose of, or lease property; authorize the ordering of an appraisal related to the acquisition or disposal of real estate; enter into a contract to purchase, dispose of, or lease property subject to approval in a subsequent public vote; or enter into an option to purchase, dispose of, or lease real estate subject to approval in subsequent public vote, which is excluded from the Open Meetings Act pursuant to Section 50-14-3(b)(1)(C).
- Upon the appointment, employment, compensation, hiring, disciplinary action or dismissal, or periodic evaluation or rating of a public officer or employee, which is excluded pursuant to O.C.G.A. Section 50-14-3(b)(2).

XVII. ADJOURNMENT

***Note: Items on the Consent Agenda may be read by title only. Upon the request of any Council Member, any item may be removed from the Consent Agenda and placed on the Regular Agenda prior to the adoption of the Regular Agenda. The Consent Agenda, or the remainder thereof omitting the challenged items, shall be adopted by unanimous consent.**

**CITY OF SNELLVILLE
MEETINGS AND LOCAL EVENTS
FEBRUARY 9, 2026**

February 9

Council Meeting

Monday, February 9, 2026

6:30 p.m. Work Session – Conference Room 145, City Hall

7:30 pm Meeting - Council Chambers, City Hall

February 10

Board of Appeals Meeting - CANCELED

Tuesday, February 10, 2026

7:30 pm – Council Chambers, City Hall

February 12

Snellville Youth Council

Visiting Georgia State Capitol

7 a.m. – 3:00 p.m.

February 18

Downtown Development Authority Meeting

Wednesday, February 18, 2026

4:30 p.m. – 2nd Floor Conference Room 259, City Hall

February 23

Council Meeting

Monday, February 23, 2026

6:30 p.m. Work Session – Conference Room 145, City Hall

7:30 pm Meeting - Council Chambers, City Hall

February 24

Planning Commission Meeting - CANCELED

Tuesday, February 24, 2026



CITY OF SNELLVILLE

Proclamation

PRO 2026-02
**GO RED FOR WOMEN:
AMERICAN HEART MONTH**

WHEREAS, Cardiovascular disease kills more women than all forms of cancer combined and yet only 44% of women recognize that cardiovascular disease is their greatest health threat; and

WHEREAS, The American Heart Association's Go Red for Women movement was launched in 2004 with the goal of raising awareness and fighting a woman's greatest health threat — cardiovascular disease. Today, Go Red for Women not only advocates for the health of all women, funds lifesaving research and educates women across the United States and around the world but is committed to removing the unique barriers women face to experiencing better health and well-being.

WHEREAS, with the knowledge that 80 percent of cardiac events can be prevented with education and lifestyle changes, Go Red aims to encourage all women to make a commitment to take charge of their own heart health as well as those they can't bear to live without; and

WHEREAS, as part of the American Heart Association's initiative to raise awareness of cardiovascular disease the month of February is recognized as American Heart Month and the first Friday in February has been recognized as National Wear Red Day to encourage women to Go Red by wearing red, living a healthy lifestyle, and spreading awareness of heart disease to other women; and

WHEREAS, to raise awareness of an often-overlooked facet of heart health February 22nd is observed as Heart Valve Disease Awareness Day to increase recognition of the specific risks and symptoms of heart valve disease, improve detection and treatment, and save lives.

NOW, THEREFORE, I, Barbara Bender, Mayor of the City of Snellville, Where Everybody's Proud to be Somebody, do hereby join with the City Council and the Citizens of Snellville to proclaim the month of February as **GO RED FOR WOMEN: AMERICAN HEART MONTH** and encourage residents to participate in Heart Valve Disease Awareness Day and to Go Red to raise awareness for heart disease and the steps we can all take to prevent it.

Proclaimed this 26th day of January 2026.



Attest

Melisa Arnold, City Clerk

Barbara Bender, Mayor

Norman Carter, Mayor Pro Tem

Richelle Brown, Council Member

Catherine Hardrick, Council Member

Kerry Hetherington, Council Member

Shaunte Jermaine Pitt, Council Member



WORK SESSION
OF MAYOR AND COUNCIL
CITY OF SNELLVILLE, GEORGIA
MONDAY, JANUARY 12, 2026

Present: Mayor Barbara Bender, Mayor Pro Tem Norman A. Carter Jr., Council Members Richelle Brown, Catherine Hardrick, Kerry Hetherington and Shaunt'e Pitt. Also present City Manager Matthew Pepper, Assistant City Manager Mercy Montgomery, Attorney Kevin Tallant with Tallant Howell Attorneys at Law, Chief Greg Perry, Assistant Chief David Matson, Planning and Development Director Jason Thompson, Public Works Director David Mitchell, Public Information Officer Brian Arrington, and City Clerk Melisa Arnold. (City Attorneys Tony Powell, Jay Crowley were absent.)

CALL TO ORDER

Mayor Bender called the meeting to order at 6:30 p.m.

REVIEW REGULAR BUSINESS MEETING AND PUBLIC HEARING AGENDA ITEMS

The agenda was reviewed and discussed. Mayor Bender advised that the Active Adult Center Volunteer of the Year item will be postponed as the recipient won't be able to attend the meeting tonight. The remaining agenda was reviewed and discussed.

REVIEW CORRESPONDENCE

Mayor Bender talked about the Gwinnett Chamber dinner being held on February 6, 2026.

CITY ATTORNEY'S REPORT

None

DISCUSSION ITEMS

Update of Ongoing Projects [Bender]

City Manager Pepper gave an update on The Grove and announced the grand opening of Crooked Can on January 15th, gave an update on the other area restaurants and said that the 2026 event schedule for The Grove is in the process of being created. He also gave an update on several other projects including the Community Center, the North and Wisteria Drive intersection project, .gov crossover and reminded everyone about the Work Retreat being held on February 6th and 7th with a pre-retreat meeting on January 22nd.

Report on Intersection Improvement Discussion with Georgia Department of Transportation (GDOT)[Carter]

Mayor Pro Tem Carter reported that after research and discussion with GDOT the final decision was that a light was not feasible at Highway 78/SR 10 at Crestview Drive however a median is scheduled to be installed. Discussion was held about asking GDOT to extend the median further

City of Snellville Administration Department

WORK SESSION OF MAYOR AND COUNCIL
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down Highway 78 in front of the Montessori school. Consensus was to continue the discussion at the January 26th work session.

EXECUTIVE SESSION

Mayor Bender read the closed meeting notice into the record as follows:

- To discuss pending and/or potential litigation, settlement claims, administrative proceedings or other judicial actions, which is exempt from the Open Meetings Act pursuant to O.C.G.A. Section 50-14-2(1).

Upon a motion by Council Member Hetherington, 2nd by Mayor Pro Tem Carter, the meeting was closed, with all Council Members and the Mayor present and voting in favor.

The meeting was closed at 7:25 p.m.

The meeting reconvened at 7:35 p.m.

ADJOURNMENT

Council Member Hetherington made a motion to adjourn, 2nd by Council Member Hardrick; voted 6 in favor and 0 opposed, motion approved. The meeting adjourned at 7:35 p.m.

Barbara Bender, Mayor

Melisa Arnold, City Clerk



PUBLIC HEARING & REGULAR BUSINESS MEETING
OF MAYOR AND COUNCIL
CITY OF SNELLVILLE, GEORGIA
MONDAY, JANUARY 12, 2026

Present: Mayor Barbara Bender, Mayor Pro Tem Norman A. Carter Jr., Council Members Richelle Brown, Catherine Hardrick, Kerry Hetherington and Shaunt'e Pitt. Also present City Manager Matthew Pepper, Assistant City Manager Mercy Montgomery, Attorney Kevin Tallant with Tallant Howell Attorneys at Law, Assistant Chief David Matson, Public Information Officer Brian Arrington, and City Clerk Melisa Arnold. (City Attorneys Tony Powell, Jay Crowley and IT Administrator Erika Fleeman were absent.)

CALL TO ORDER

Mayor Bender called the meeting to order at 7:40 p.m.

INVOCATION

Rev. Dr. Quincy Brown from Snellville Community Church gave the invocation.

PLEDGE TO THE FLAG

Cub Scout Pack 526 led the Pledge of Allegiance.

CEREMONIAL MATTERS

Recognition of the Active Adult Center Volunteer of the Year Award

This item is postponed to the January 26, 2026 meeting.

PRO 2026-01 - 10th Annual Festival of Trees Winner

Mayor Bender read the proclamation into the record recognizing Saint Oliver Plunkett and presented it to Rev. Cyriac Mattathilanickal.

Kelly McAloon recognized the other organizations who participated in the Festival of Trees.

Recognition of Outgoing Snellville Tourism and Trade Board Members

Kelly McAloon recognized former board members Richelle Brown and CJ Pitt for their service.

MINUTES

Approve the Minutes of the December 8, 2025 Meetings and the December 10, 2025 Special Called Work Session

Mayor Pro Tem Carter made a motion to approve the minutes of the December 8th and December 10th, 2025 meetings, 2nd by Council Member Hetherington; voted 6 in favor and 0 opposed, motion approved.

INVITED GUESTS

Captain Chris Raymer, Gwinnett Corps Officer, Salvation Army

City of Snellville Administration Department

PUBLIC HEARING & REGULAR BUSINESS OF MAYOR AND COUNCIL
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Captain Raymer spoke about the history and programs of the Salvation Army.

COMMITTEE / DEPARTMENT REPORTS

None

APPROVAL OF THE AGENDA

Council Member Hetherington made a motion to approve the agenda as presented, 2nd by Mayor Pro Tem Carter; voted 6 in favor and 0 opposed, motion approved.

PUBLIC HEARING

None

CONSENT AGENDA

None

OLD BUSINESS

None

NEW BUSINESS

Consideration and Action on Award of Bid for the Contract for Repair of Stormwater Drainage Systems – PW251112 [Bender]

Mayor Bender explained this is an annual bid that is paid for using the stormwater fees collected on the property tax bills. The Public Works Department does a review each year and decides what projects are done based on priority.

Council Member Hetherington made a motion to award the bid to The Dickerson Group in the amount of \$896,101.95, 2nd by Council Member Hardrick; voted 6 in favor and 0 opposed, motion approved.

2nd Reading – ORD 2025-13 – Ordinance to Amend the Offenses and Miscellaneous Provisions Ordinance (Chapter 38); to Delete a Section Related to Loitering; to Provide Severability; to Repeal Conflicting Ordinances; to Provide an Effective Date; and For Other Purposes [Bender]

Mayor Bender explained this amendment is removing the loitering provision from the Code.

Council Member Hetherington made a motion to approve ORD 2025-13, 2nd by Mayor Pro Tem Carter; voted 6 in favor and 0 opposed, motion approved. (A copy of ORD 2025-13 is attached to and made a part of these minutes.)

Consideration and Action on Approval of the Updated Stormwater Manual [Bender]

Assistant City Manager Montgomery explained the manual was updated using input from staff and consultants. She gave a brief review of the process and the recommended changes.

Mayor Pro Tem Carter made a motion to approve the updated stormwater manual, 2nd by Council Member Brown; voted 6 in favor and 0 opposed, motion approved. (A copy of the updated Stormwater Manual is attached to and made a part of these minutes.)

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Consideration and Action on Approval of the Fiscal Year 2025 Budget Amendment [2025]

City Manager Pepper explained that according to State law a municipality can not spend more than what is budgeted and if that happens the budget must be reconciled during the audit process. This budget amendment reconciles the City's FY 2025 budget.

Council Member Hardrick made a motion to approve the FY 2025 budget amendment, 2nd by Council Member Hetherington; voted 6 in favor and 0 opposed, motion approved. (A copy of the FY 2025 budget amendment is attached to and made a part of these minutes.)

COUNCIL REPORTS

Council Members Hardrick, Brown, Pitt, Hetherington and Mayor Pro Tem Carter each gave a report.

MAYOR'S REPORT

Mayor Bender gave a report.

PUBLIC COMMENTS

The following people came forward to speak:

Mike Sabbagh, 1600 Summit View Way, Snellville

Tricia Rawlins, 2088 Harbour Oaks Drive, Snellville

Stephanie McDonald, 1957 Tanglewood Drive, Snellville

State Representative Segun Adeyina, Atlanta

EXECUTIVE SESSION

None

ADJOURNMENT

Mayor Pro Tem Carter made a motion to adjourn, 2nd by Council Member Hetherington; voted 6 in favor and 0 opposed, motion approved. The meeting adjourned at 8:54 p.m.

Barbara Bender, Mayor

Melisa Arnold, City Clerk



**SPECIAL CALLED WORK SESSION
OF MAYOR AND COUNCIL
CITY OF SNELLVILLE, GEORGIA
THURSDAY, JANUARY 22, 2026**

Present: Mayor Barbara Bender, Mayor Pro Tem Norman A. Carter Jr., Council Members Richelle Brown, Catherine Hardrick, Kerry Hetherington and Shaunt'e Pitt. Also present City Manager Matthew Pepper, Assistant City Manager Mercy Montgomery, City Attorney Tony Powell with Powell and Crowley, Downtown Development Manager Jan Harris, Planning & Development Director Jason Thompson, Code Enforcement Officer Johnny Greene, Public Works Director David Mitchell, Parks & Recreation Director Lisa Platt, Chief Greg Perry, Public Information Officer Brian Arrington, and City Clerk Melisa Arnold.

CALL TO ORDER

Mayor Bender called the meeting to order at 6:06 p.m.

City Manager Pepper gave an overview of the meeting format and the order of the presentations.

NEW BUSINESS

Discussion of Work Retreat Topics [Bender]

Downtown Development Manager Harris gave a report on the 2025 events held at The Grove and the upcoming events for 2026.

Planning & Development Director Thompson reviewed the functions of the Planning Department and talked about its various responsibilities.

Code Enforcement Officer Greene reviewed case counts for 2024-2025. He talked about how calls are generally initiated and the main complaints that are handled by the department.

Public Works Director Mitchell reported on the sanitation and recycling programs. He also talked about the annual stormwater and paving projects and how those are ranked for inclusion in the annual bid process.

Parks & Recreation Director Platt gave an overview of the parks, buildings, and marketing program. She talked about the past programming and what the future holds with the new Community Center being constructed.

Chief Perry reviewed the Police Department organization, various departmental accomplishments and an upcoming crime mapping system that will be rolling out to the public soon.

City of Snellville Administration Department

2342 Oak Road Snellville, GA 30078 770-985-3500 770-985-3525 Fax www.snellville.org

SPECIAL CALLED WORK SESSION OF MAYOR AND COUNCIL
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(A copy of the departmental presentations is attached to and made a part of these minutes.)

EXECUTIVE SESSION

None

ADJOURNMENT

Council Member Hardrick made a motion to adjourn, 2nd by Council Member Hetherington; voted 6 in favor and 0 opposed, motion approved. The meeting adjourned at 8:54 p.m.

Barbara Bender, Mayor

Melisa Arnold, City Clerk

STATE OF GEORGIA
COUNTY OF GWINNETT

**AGREEMENT FOR PROMOTION OF TOURISM
CONVENTIONS AND TRADE SHOWS**

This Agreement, entered into to be effective as of the _____ day of _____, 2026, by and between the City of Snellville, Georgia, a municipal corporation organized and existing under the laws of the State of Georgia and authorized to do business in the state (hereinafter referred to as "City"), and Snellville Tourism and Trade Association, Inc., a Georgia non-profit business association approved to be exempt from federal income tax as a Section 501(c)(6) business league and existing under the laws of the State of Georgia (hereinafter referred to as "Company").

WITNESSETH

WHEREAS the City is authorized by its charter and specifically by O.C.G.A. § 48-13-51 to levy a tax on public accommodations for the promotion of tourism, conventions and trade shows;

WHEREAS, the Company has been responsible for promoting tourism, conventions and trade shows within the City of Snellville and specifically encouraging tourism, conventions and trade shows through marketing projects and materials, special events, concerts and other promotions;

WHEREAS, for the period of January 1, 2026 - December 31, 2026 the City desires to pay 90% of the excise tax collected on rooms, lodgings and accommodations to the Company to support their efforts in promoting tourism, conventions and trade shows;

WHEREAS, the City desires to accommodate the public interest by insuring that the Hotel/Motel Excise Tax proceeds are used for legitimate public purposes, promoting tourism, conventions and trade shows as provided by law;

NOW, THEREFORE, in consideration of the mutual covenants contained herein, and in consideration of the performance of the services for the promotion of tourism, conventions and trade shows by the Company, the sufficiency of which both parties acknowledge and agree is sufficient, the City and the Company agree to the terms as set forth below:

1.

The City of Snellville pursuant to O.C.G.A. § 48-13-51 shall levy a tax in excess of three percent (3%) but not to exceed eight percent (8%) as provided for under this code section for the purpose of promoting tourism, conventions and trade shows. The funds collected in this manner shall be segregated within the books and records of the City of Snellville and specifically designated to be set aside for the promotion of tourism, conventions and trade shows. These funds shall be specifically restricted to the uses allowed under § 48-13-51 and the other relevant provisions of the Official Code of Georgia. Pursuant to the terms of the State hotel/motel tax, the undersigned Company shall provide to the Mayor and Council of the City of Snellville a specific annual budget in January of each year for the expenditure of funds prior to receiving a distribution of any tax revenues collected from the hotel/motel tax. This annual budget then shall be attached to this Agreement. Tax proceeds up to the amount selected shall be paid by the City to the Company on a regular basis. In exchange for the receipt of these funds, the Company agrees to strictly comply with the specific terms of the budget.

No expenditures shall be made from the Hotel/Motel Excise Tax proceeds collected unless pursuant to a specific line item allowed under the terms of the budget. These provisions shall be monitored through open access the Company's records, communications with the Company's bookkeeper and audits and/or financial reviews as requested. If the Company desires to change any items within the budget, the appropriate amendments shall be submitted to the City of Snellville and the Company's budget shall remain balanced at all times.

The Company shall also submit a set Event Schedule for the coming year for Mayor and Council approval as part of this annual contract. The approved Event Schedule for 2026 must be made available by February 1, 2026.

Any changes to approved Event Schedule must be submitted to the Mayor and Council. At least 60 days prior to any event, the Company shall notify the City of their plans for the event and shall include the Snellville Public Works and Snellville Police Department in the planning of the event. Town Green can be utilized at no charge and T.W. Briscoe Park may be leased by the Company at the city resident rate. As a recipient of public funds, the Company agrees to submit its books, records, checks, receipts, budgets and all other documents necessary for a full audited review to the City auditor if requested. The City shall have the right to audit the Company's entire business operations on an annual basis pursuant to its current fiscal year audit requirements imposed by the State of Georgia. The Company shall provide quarterly P & L statements to the City with meeting presentations as scheduled by the City Clerk.

2.

The City shall pay Forty-Four Thousand and 00/100 Dollars (\$44,000.00) to Company for the purpose of publishing City announcements and activities in Company's marketing publication. The purpose of this provision is to ensure that public information and announcements are distributed electronically or by publication to the residents of Snellville. This marketing effort shall include providing adequate space to the City's Parks & Recreation Department and Economic Development Department, working through the City Public Information Officer, to disseminate important marketing and service oriented information to the public.

3.

A maximum City budget amount of \$16,000.00 per year will be earmarked for establishing security, safe traffic flow and City Hall monitoring for events on the Town Green and in/around City Hall. This amount takes into account the cost of City provided Worker's Compensation coverage. The Company and City may draw upon these funds provided the City is presented with clear documentation showing the amount of the time and expenses incurred for the above stated purposes.

4.

The Company agrees to perform services for the City required by O.C.G.A. § 48-13-51 as the City's private sector non-profit organization for promoting tourism, conventions and trade shows as follows:

- a) Fully represent all Snellville hotels/motels. The Company shall market and promote all Snellville hotel/motels as an overnight destination for both group and individual travelers; include all Snellville properties in any and all Company publications, banners, website and marketing projects (as applicable); and to provide normal and customary Company services to all Snellville hotels/motels and attendant groups.
- b) Coordinate the execution of the annual Work Plan of marketing initiatives approved by the Company Board of Directors for the purpose of promoting Snellville as a shopping, special event, dining and historic destination.
- c) Provide a contact phone number on Company website for interested volunteers to access.
- d) Hold all meetings in accordance with Company By-Laws.
- e) This Agreement includes Commerce Club attendance for five (5) City representatives: City Manager, Assistant City Manager, Police Chief, Public Information Officer, plus one (1) guest.

5.

At the City's request, the Company agrees to provide the City of Snellville with a full written description and line item budget of all events which are supported by the funds provided under this Agreement.

6.

The term of this Agreement shall be for a calendar year beginning on January 1, 2026, and ending on December 31, 2026. This Agreement may be renewed annually from year to year by specific written approval of the City of Snellville Mayor and Council.

7.

The Company agrees to be responsible for insuring that these funds are used consistent with the authority granted to the City under O.C.G.A. § 48-13-51. In the event that an audit or an appropriate authorized entity determines that these funds are not being expended appropriately, the Company shall be responsible for reimbursing the City for any unauthorized expenditures including any cost involved in making the determination that the expenditure was inappropriate.

8.

This Agreement may be terminated by the City by sixty (60) days written notice to the Company.

9.

This Agreement constitutes the entire understanding between the City and the Company and may be modified only by written instrument duly executed by the parties hereto.

This Agreement is governed by the laws of the State of Georgia.

10.

Time is of the essence in this Agreement.

11.

It is understood and agreed that the Company is engaged to perform services under this Agreement as an independent contractor and not as an agent of the City. The Company agrees to indemnify and save harmless the City against all claims for bodily injury, death or damages to persons or property damage to property by reason of its negligence or misconduct relating to the Company's performance of this Agreement including but not limited to attorney's fees and court costs incurred by the City of Snellville.

12.

This Agreement may not be assigned without the express written consent of the Mayor and Council of the City of Snellville after the assignment has been duly approved at a regular meeting of the Mayor and Council.

13.

The Company shall comply with all applicable laws, orders and regulations of federal, state and municipal authorities and with any lawful direction of any public officer, which shall impose any duty upon the Company with respect to the terms of this contract.

14.

All notices and communication provided for under this Agreement shall be in writing sent by regular mail to the following addresses:

To the City of Snellville:

Matthew Pepper, City Manager
City of Snellville
2342 Oak Road
Snellville, GA 30078

With copies to:

Snellville Tourism and Trade Association: Don Britt, President
P. O. Box 669
Snellville, GA 30078

15.

This Agreement may be executed in any number of counterparts, each of which shall be deemed an original and all of which, taken together, shall constitute one and the same instrument.

IN WITNESS WHEREOF, the parties have executed this _____ day of _____, 2026 to become effective as applicable of the date first shown hereon.

CITY OF SNELLVILLE

By: Barbara Bender, Mayor

Approved as to Form:

Anthony O.L. Powell, City Attorney

Attest:

By: Melisa Arnold, City Clerk

SNELLVILLE TOURISM AND TRADE ASSOCIATION

Don Britt, President

Attest:

By:
Title: Treasurer

Snellville Tourism & Trade Association, Inc.							
Proposed 2026 Budget							
		Allocated Funds					
		Total Budget	Restricted Public Funds	Unrestricted Public Funds	Total Public Funds	Sponsor/Other Funds	Total
<u>Income</u>							
STAT Direct Public Support							
City of Snellville-Hotel/Motel	480,000	300,000	180,000	480,000			480,000
In Kind-Goods & Services	3,000			-		3,000	3,000
Total STAT Direct Public Service	483,000	300,000	180,000	480,000	3,000		483,000
Commerce Club							
After Hours	350	200	150	350			350
Membership Income	10,000			-	10,000		10,000
Total Commerce Club	10,350	200	150	350	10,000		10,350
Event Income							
Beach Blast	20,000	7,000	11,000	18,000	2,000		20,000
Contest	750		750	750			750
4th of July	55,000	14,000	28,000	42,000	13,000		55,000
Concert Series	60,000	10,000	30,000	40,000	20,000		60,000
Food Truck Fridays	5,000	1,000	2,000	3,000	2,000		5,000
Taste of Snellville	18,000	6,000	10,000	16,000	2,000		18,000
Fall Festival	25,000	4,000	15,000	19,000	6,000		25,000
Christmas Tree Lighting	20,000	6,000	10,000	16,000	4,000		20,000
Latin Fest	3,600	-	3,600	3,600	-		3,600
Snellville Wine & Vine Fest	2,000	-	2,000	2,000	-		2,000
Total Event Income	209,350	48,000	112,350	160,350	49,000		209,350
Farmers Market							
Booth Fees	22,750				-	22,750	22,750
Donations					-		-
Water Sales	-				-		-
Farmers Market-Other					-		-
Total Farmers Market	22,750	-	-	-	-	22,750	22,750
Community Garden							
Plant Sales	12,300				-	12,300	12,300
Grants / Donations					-		-
Rental fees	2,400				-	2,400	2,400
Rain Barrels					-		-
In-Kind Donations	-				-		-
COS Tree Fund					-		-
Total Community Garden	14,700	-	-	-	-	14,700	14,700
Program Income							
Membership Income	-				-		-
CVB Brochure Ads	-				-		-
City of Snellville-Marketing	36,300				-	36,300	36,300
City of Snellville -NY Edition	7,700				-	7,700	7,700
Magazine-Ads	12,000				-	12,000	12,000
Total Program Income	56,000	-	-	-	-	56,000	56,000

Snellville Tourism & Trade Association, Inc.							
Proposed 2026 Budget							
		Allocated Funds					
		Total Budget	Restricted Public Funds	Unrestricted Public Funds	Total Public Funds	Sponsor/Other Funds	Total
Total Income		796,150	348,200	292,500	640,700	155,450	796,150
Expense							
STAT Operations							
	Bank Charges	400			-	400	400
	Commission Fee	17,000		-	-	17,000	17,000
	Dues & Subscriptions	5,000		2,500	2,500	2,500	5,000
	Insurance-Liability, D&O	11,000		11,000	11,000		11,000
	Workman's Comp	3,000		3,000	3,000	-	3,000
	Director Payroll	99,600	68,000	31,600	99,600	-	99,600
	Assistant Payroll	49,500	30,500	19,000	49,500		49,500
	Labor Payroll	15,000	6,000	9,000	15,000		15,000
	Office Supplies	2,000		2,000	2,000	-	2,000
	Postage, Mailing Service	1,500		1,500	1,500	-	1,500
	Printing & Copying	1,200		1,200	1,200		1,200
	Payroll Taxes	10,000		10,000	10,000		10,000
	Professional Services	18,000		18,000	18,000		18,000
	Flock Cameras	7,500	4,500	3,000	7,500		7,500
	Other	2,020		2,000	2,000		2,000
	Donations	2,000		2,000	2,000	-	2,000
Total STAT Operations		244,720	109,000	115,800	224,800	19,900	244,700
Commerce Club Expenses							
	Monthly Luncheon	10,800	-	2,800	2,800	8,000	10,800
	Business After Hours	6,000	2,500	3,500	6,000		6,000
	Website and Constant Contact	10,000		10,000	10,000		10,000
	Donations	1,500		1,500	1,500	-	1,500
	Scholarship Award	2,000		2,000	2,000		2,000
Total Commerce Club Expenses		30,300	2,500	19,800	22,300	8,000	30,300
Event Expense							
	Beach Blast	14,000	4,000	4,000	8,000	6,000	14,000
	Contest	1,000		1,000	1,000		1,000
	4th of July	46,405	12,575	19,000	31,575	15,000	46,575
	Concert Series	45,000	12,000	15,000	27,000	10,000	37,000
	Food Truck Fridays	9,000	6,000	2,000	8,000	3,000	11,000
	Taste of Snellville	15,000	9,000	3,000	12,000	3,000	15,000
	Fall Festival	28,000	7,500	9,000	16,500	7,000	23,500
	Christmas Tree Lighting	22,000	7,000	9,500	16,500	3,500	20,000
	Latin Fest	-	-	7,130	7,130	-	7,130
	Snellville Wine & Vine Fest	-	-	-	-	5,000	5,000
	Other/Misc/Latino Festival	5,500	3,500	2,000	5,500	-	5,500
	STAT Volunteer Celebration	3,500		3,500	3,500	-	3,500
	Appreciation Gifts	1,500		1,500	1,500	-	1,500
Total Event Expense		190,905	61,575	76,630	138,205	52,500	190,705

Snellville Tourism & Trade Association, Inc.							
Proposed 2026 Budget							
		Allocated Funds					
		Total Budget	Restricted Public Funds	Unrestricted Public Funds	Total Public Funds	Sponsor/Other Funds	Total
Farmers Market							
	Admin Assist Payroll	36,000	22,000	7,000	29,000	7,000	36,000
	Contract Labor	7,225			-	7,225	7,225
	Operation Expense	1,400			-	1,400	1,400
	Outside Services	1,800		-	-	1,800	1,800
	Water & Ice	200			-	200	200
	Website expense	750	-	-	-	750	750
Total Farmers Market Expense		47,375	22,000	7,000	29,000	18,375	47,375
Community Garden							
	Administrative / Website	800			-	800	800
	Maintenance & Repairs	4,000			-	4,000	4,000
	Signs				-		-
	Other	2,100			-	2,100	2,100
	Utilities	1,200			-	1,200	1,200
	Garden Supplies	3,500			-	3,500	3,500
	Construction/Capital improvements	-			-		-
Total Community Garden Expense		11,600	-	-	-	11,600	11,600
Program Expenses							
Market	Advertising	70,000	30,000	7,900	37,900	30,075	67,975
	The Arts	5,000		5,000	5,000		5,000
	Deep South Classic	1,000		1,000	1,000		1,000
	Veterans Memorial	2,000		2,000	2,000		2,000
	Branded Items	9,000	6,000	-	6,000	3,000	9,000
	Magazine	126,000	80,000	41,170	121,170		121,170
	Marketing Materials	8,000	-	8,000	8,000		8,000
	Artwork	7,000	3,000	4,000	7,000		7,000
	Web Site	34,000	29,125	-	29,125	12,000	41,125
	Professional Dues\Education	7,000	5,000	2,000	7,000		7,000
	In-Kind Donation	2,250		2,200	2,200		2,200
Total Program Expenses		271,250	153,125	73,270	226,395	45,075	271,470
Total Expense		796,150	348,200	292,500	640,700	155,450	796,150
Surplus funds		-	-	-	-	-	-

PROPOSED 2026 STAT EVENT SCHEDULE

<u>Date</u>	<u>Event</u>	<u>Time</u>
May 1	Food Truck Friday	4-8 PM
May 9	Beach Blast	12 – 5 PM
May 23	Memorial Celebration	4:30-5:30 PM
May 23	Live on the Lawn Concert	6 -9 PM
June 5	Food Truck Friday	4 – 8 PM
July 4	Star Spangled Snellville	4- 10 PM
July 18	Live on the Lawn Concert	6-9 PM
August 7	Food Truck Friday	4-8 PM
August 22	Live on the Lawn Concert	6-9 PM
September 4	Food Truck Friday	4-8 PM
September 12	International Taste of Snellville & Wine Fest	4-8 PM
September 19	Live on the Lawn	4 - 8 PM
September 26	Latin Fest	6 – 9 PM
October 2	Food Truck Friday	4-8 PM
October 24	Fall Festival	12-6 PM
November 11	Veterans Celebration	3-4 PM
November 28	Christmas Tree Lighting	5-8PM
November 28	Lighted Christmas Parade	5:30 -6:30 PM

CITY OF SNELLVILLE

BRAND GUIDELINES



CONTACT

770-985-3500

www.snellville.org

info@snellville.gov

ADDRESS

2342 Oak Road

Snellville, GA 30078

CONTENT

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WHO WE ARE



Over the last century, Snellville has grown from a rural landscape nestled between Athens and Atlanta to a thriving, commercial center with more than 20,000 residents.

Founded in 1923, the city has a rich history of commerce. Its founders, childhood friends Thomas Snell and James Sawyer, set up retail outposts, creating a tradition of commercial enterprise that thrives today. Snellville's convenient Gwinnett County location, approximately 18 miles east of Atlanta and 45 miles west of Athens, has allowed it to prosper as a hub of commerce and retail in Northeast Georgia.

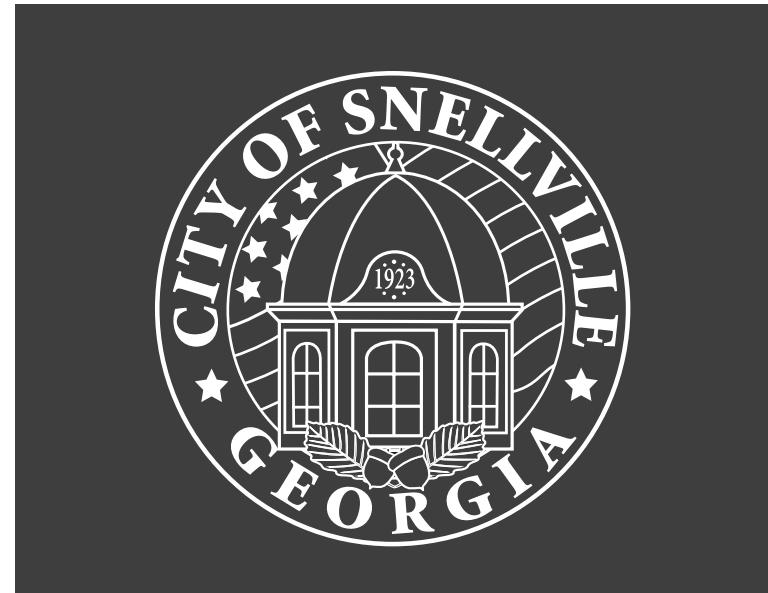
The City of Snellville continues to build on a tradition of economic progress in the city's next century. Redevelopment of the downtown through public and private investment focuses on establishing a vibrant and walkable community with exceptional entertainment options, local restaurants, and community green space.

The Grove at Towne Center is a \$100 million mixed-use development that features a world-class brewery, the Elizabeth H. Williams Library, numerous restaurants, shops and apartments.

The Grove is connected by the Greenway Trail which leads to picturesque T.W. Briscoe Park. Keep up with happenings at The Grove on its Facebook page.

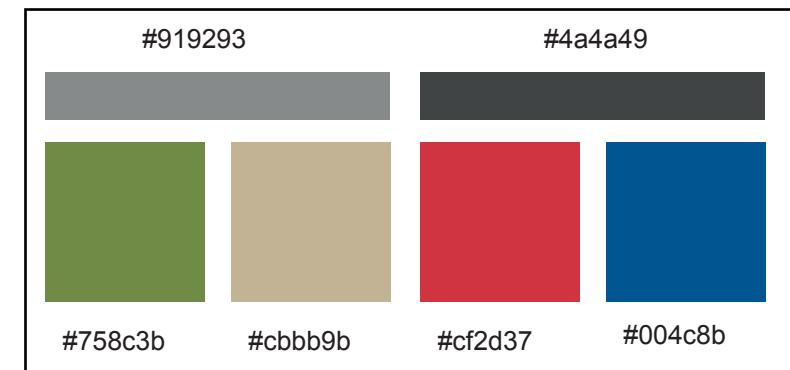
Also downtown, an award-winning Snellville Farmers' Market, a world class Veterans Memorial and events hosted by Experience Snellville celebrate the diversity of the community. Snellville is served by one of the most decorated police departments in the state and is known for its dedicated volunteers, engaged residents, excellent schools and active city parks.

CITY SEAL



City of Snellville Seal

The City Seal can be used in the full color or in a single color shown in black or white.



CITY LOGO

Acorn Logo

The City Logo also known as the “Acorn” logo is available in three colors.

The main color Ford Tractor Red (shown below) or in black or white.



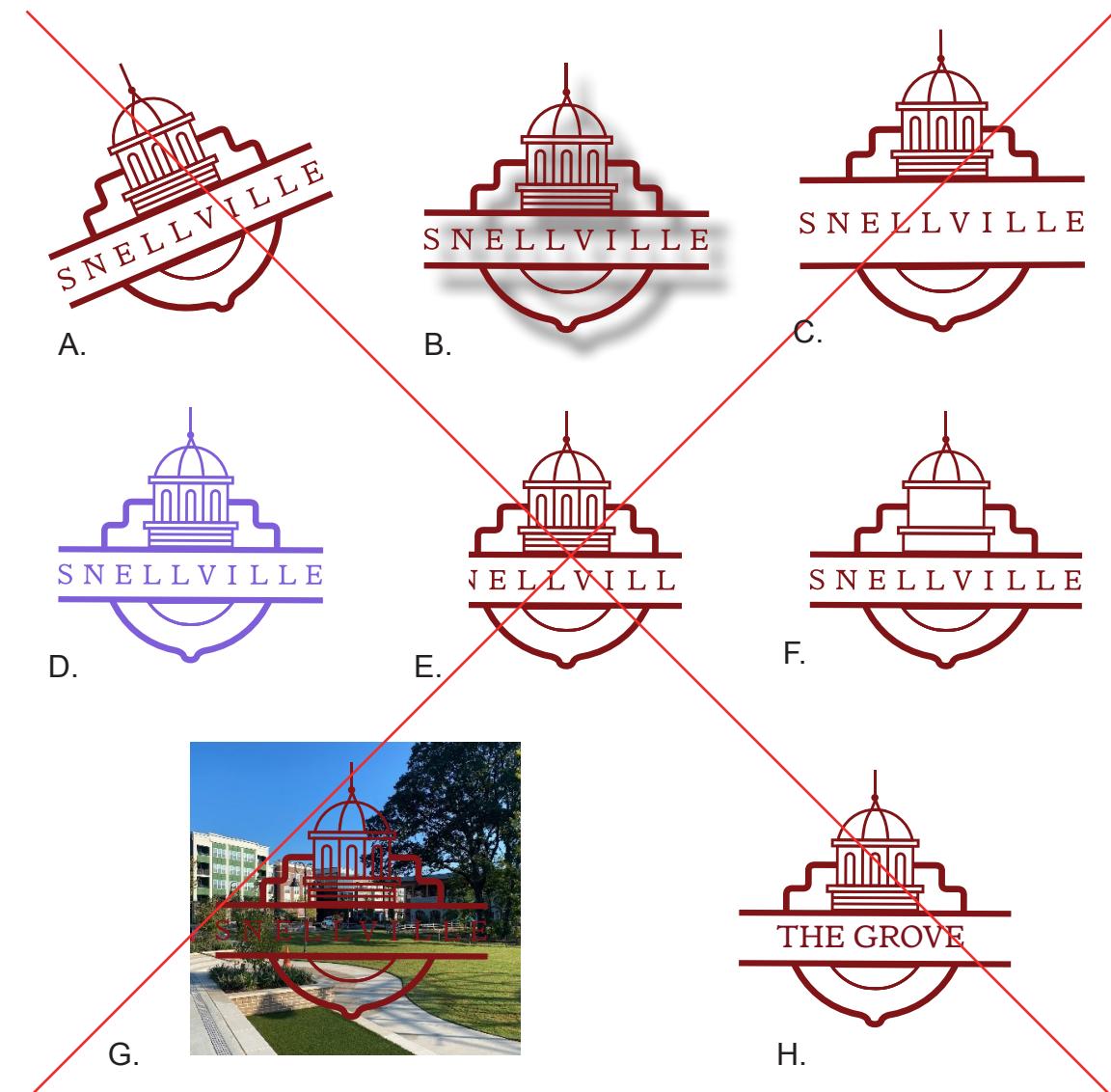
LOGO USE

It is important to keep all graphic elements consistent throughout our use with logos.

Never deviate from the logos supplied in this manual.

On this page are examples of some unacceptable uses of Snellville's logo and seal.

- A. Never angle the logo or seal.
- B. Never use a drop shadow on the logo or seal.
- C. Never reposition any part, or parts of the logo or seal.
- D. Use only approved colors for the logo and seal.
- E. Always maintain the logo and seal's clear space.
- F. Never modify the logo and seal artwork in any way.
- G. Never place the logo on a background color or photo where readability will be compromised.
- H. Additional verbiage may be used on the logo only when pre-approved.



SEAL V. ACORN LOGO USE



Use of The Seal

- Ordinances and Resolutions
- Memorandums
- Fee Schedules
- Budget Documents
- Legal Documents
- Contracts



Use of The Acorn Logo

- City Website
- Social Media
- Event Flyers
- Community Newsletters
- Promotional and Tourism Materials
- Business Cards and Email Signatures
- City Forms (examples: application for employment or business license)

The use of the City of Snellville's seal is different from the city's acorn logo.

The city seal serves as the official government symbol, like a signature or a stamp of authority. It belongs on legal documents and formal city business such as ordinances and resolutions. It is the primary image used for City Council activities.

The acorn logo is our public face, designed specifically for marketing, events and community outreach. It's more versatile and modern, meant to be eye-catching and build our city's brand while also indicating that documents are city-issued and originate with staff. It is the primary image used for staff's work.

The city seal and the acorn logo are used at the discretion of the City Clerk and the Public Information Officer. Not sure which is the right one to use? Send an email to info@snellville.gov to confirm and get help with layout and logo use.

DEPARTMENT LOGOS



ITALIAN OLD STYLE MT BOLD

FRANKLIN GOTHIC BOOK

Administration



SNELLVILLE

Administration



Parks and Recreation



SNELLVILLE

Public Works

TYPOGRAPHY

Aa

ITALIAN OLD STYLE MT BOLD

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm
Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz
1 2 3 4 5 6 7 8 9 0 ! @ # \$ % ^ & * ()

Aa

FRANKLIN GOTHIC BOOK

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm
Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz
1 2 3 4 5 6 7 8 9 0 ! @ # \$ % ^ & * ()

BRAND COLORS

FORD TRACTOR RED

#801417

R: 128 C: 30
G: 20 M: 100
B: 23 Y: 90
K: 40

CZECH FLAG

R: 18 C: 100
G: 41 M: 81
B: 67 Y: 44
K: 49

QUINCE

#e2c16c

R: 233 C: 10
G: 191 M: 25
B: 93 Y: 71
K: 1

FOREST

R: 57 C: 76
G: 99 M: 39
B: 90 Y: 58
K: 32

CAMINO

#cdc6c0

R: 205 C: 22
G: 198 M: 20
B: 192 Y: 23
K: 2

DARK BRONZE

R: 104 C: 46
G: 87 M: 50
B: 68 Y: 62
K: 45