PUBLIC HEARING & REGULAR BUSINESS MEETING
OF MAYOR AND COUNCIL
CITY OF SNELLVILLE, GEORGIA
MONDAY, FEBRUARY 9, 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 Jay Crowley with Powell and Crowley, Attorney Kevin Tallant with Tallant Howell Attorneys at Law, Chief Greg Perry, Code Enforcement Officer Johnny Greene, Parks & Recreation Director Lisa Platt, Senior Program Supervisor Kathi Gargiulo, IT Administrator Erika Fleeman, and City Clerk Melisa Arnold.

CALL TO ORDER
Mayor Bender called the meeting to order at 7:30 p.m.

INVOCATION
Betty Ann Kumin gave the invocation.

PLEDGE TO THE FLAG
Council Member Brown led the Pledge of Allegiance.

CEREMONIAL MATTERS
Recognition of the Active Adult Center Volunteer of the Year Award
Mayor Bender recognized Ms. Yvonne Fenn as Volunteer of the Year and presented her with a plaque in honor of her service.

PRO 2026-02 – Go Red for Women – American Heart Month
Mayor Bender read the proclamation into the record and presented it to Ms. Kimberly Goodloe.

MINUTES
Approve the Minutes of the January 12, 2026 Meetings and the January 22, 2026 Special Called Work Session
Council Member Hardrick made a motion to approve the minutes of the January 12, 2026 Meetings and the January 22, 2026 Special Called Work Session, 2nd by Mayor Pro Tem Carter; voted 6 in favor and 0 opposed, motion approved.

INVITED GUESTS
None

COMMITTEE / DEPARTMENT REPORTS

Snellville Youth Council

Esther Ndewa recognized the following students in the SYC; Student Mayor: senior at Gwinnett School of Mathematics, Science, and Technology, Daye Kebe, Student Vice Mayor: senior at South Gwinnett High School, Abdul Kolawole, Outreach Coordinator: senior at Brookwood High School, Thomas Woudneh, Historian: senior at Brookwood High School, Robel Ayele, Initiative Development Lead: homeschool, Serenity Shaw, Social Media and Digital Design Leads: senior at Brookwood High School Jasmine Kitt and junior at South Gwinnett High School Amira Hilowle.

Student Mayor Kebe came forward and reported on the SYC's activities and upcoming events for 2026.

APPROVAL OF THE AGENDA

Council Member Hardrick 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 Approval of the 2026 Snellville Tourism and Trade (STAT) Contract [Bender]

Mayor Bender explained this is the annual contract for STAT to receive the hotel motel tax revenue from the City to fund events.

Council Member Hetherington made a motion to approve the contract with an amendment to Section 3, changing the amount for security from $16,000 to $18,000, 2nd by Council Member Brown; voted 6 in favor and 0 opposed, motion approved.

Consideration and Action on Approval of the Updated City of Snellville Brand Guide [Bender]

City Manager Pepper explained that under the new guidelines the City Seal is used for business and the City Logo (Acorn style logo) is used for marketing, such as social media, website, promotional materials, etc.

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

Mayor's Nomination and Council Confirmation of Richelle Brown to the Snellville Youth Council (SYC) [Bender]

Mayor Bender nominated Council Member Brown as the Council liaison to the SYC; confirmed by Council 5 in favor and 1 abstention with Council Member Brown abstaining; motion was approved. (Per Article II, Division 1, Section 2-47 of the Code of Ordinances, an abstention shall be counted as an affirmative vote.)

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:
Kelly McAloon, 2916 Overwood Lane, Snellville
Rosario Mafane, President of ASSANGO (Association of Angolans in Georgia)

EXECUTIVE SESSION
None

ADJOURNMENT
Council Member Hetherington made a motion to adjourn, 2nd by Mayor Pro Tem Carter; voted 6 in favor and 0 opposed, motion approved. The meeting adjourned at 8:16 p.m.

Barbara Bender, Mayor

Melisa Arnold, City Clerk

CITY OF SNELLVILLE
BRAND GUIDELINES

CONTACT

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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.

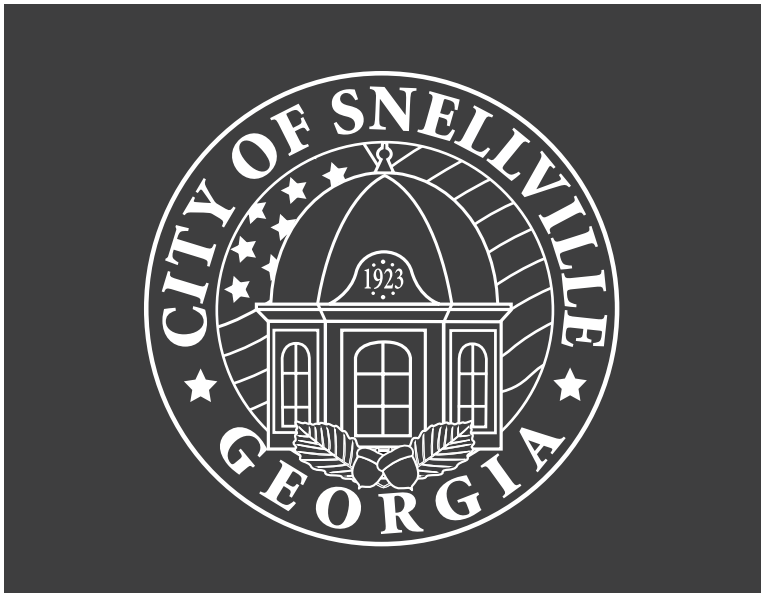
The City of Snellville continues to build on a tradition of economic progress in the city's next century. Redevelopment of the downtown through public and private investment focuses on establishing a vibrant and walkable community with exceptional entertainment options, local restaurants, and community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

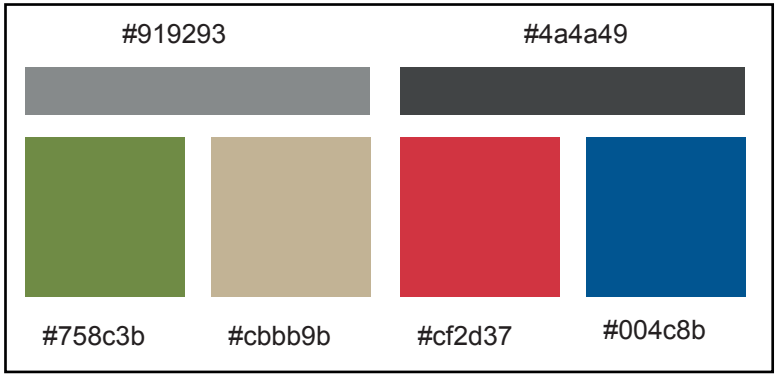
Also downtown, an award-winning Snellville Farmers' Market, a world class Veterans Memorial and events hosted by Experience Snellville celebrate the diversity of the community. Snellville is served by one of the most decorated police departments in the state and is known for its dedicated volunteers,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

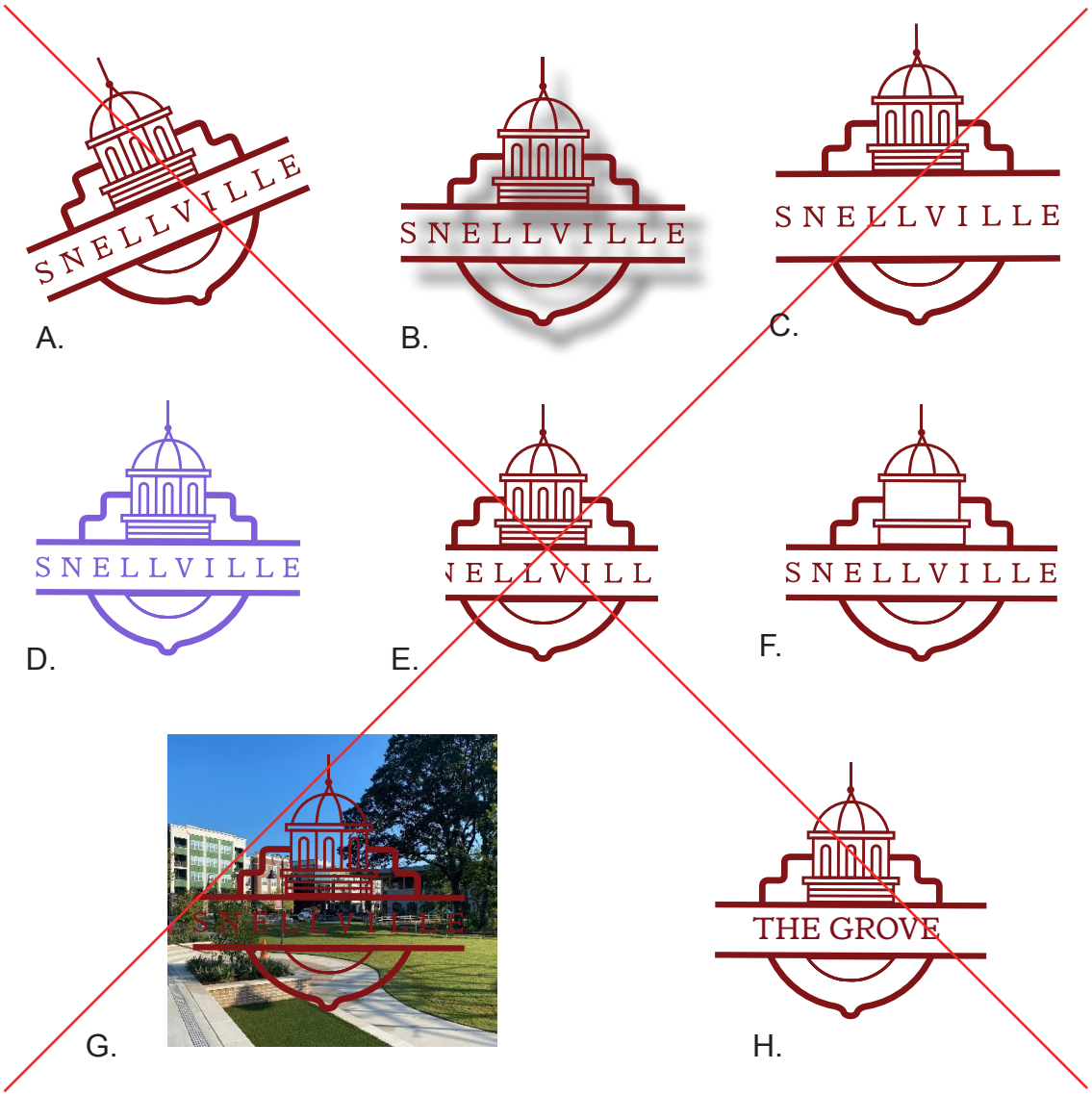
D. Use only approved colors for the logo and seal.

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

Administration

Parks and Recreation

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	R: 128 G: 20 B: 23	C: 30 M: 100 Y: 90 K: 40
#801417		
CZECH FLAG	R: 18 G: 41 B: 67	C: 100 M: 81 Y: 44 K: 49
#122943		
QUINCE	R: 233 G: 191 B: 93	C: 10 M: 25 Y: 71 K: 1
#e2c16c		
FOREST	R: 57 G: 99 B: 90	C: 76 M: 39 Y: 58 K: 32
#2b6459		
CAMINO	R: 205 G: 198 B: 192	C: 22 M: 20 Y: 23 K: 2
#cdc6c0		
DARK BRONZE	R: 104 G: 87 B: 68	C: 46 M: 50 Y: 62 K: 45
#6b5641		

Brand Colors

Secondary Colors