

# ***Cornelia Hospitality and Tourism Board***

## ***Meeting Agenda***

January 18, 2018  
8:00 a.m.

- I. Call to order 8:01 a.m.
- II. Approve Agenda- Motion to approve by Dee, second by Linda
- III. Financials- Balance \$35,761.04; Hotel/Motel tax income \$55,523.43; Donations \$800; Gift Shop \$801.14; Expenses: Advertising \$7,116.94; Event Sponsorship \$14,231.88; Overhead \$19,778.60
- IV. Old Business
  - a) Summer Concert Update- Spoke with Bill about the change in location. Jessie will need to help him secure some risers for performances. Bill can still have car show as long as it ends at 3. Vendors can stay as long as they want. He asked if he could have vendors that sell things and the board saw no issue with that. The board suggested that the front part of the stage should be reserved for Veterans seating. We will also reserve the left side of the lot for handicap parking. Lindsey Holt proposed using her wine bus for shuttle services at \$25/hr and that was approved by the board with nobody opposing. Dee said he would get a drawing of the parking lot so we can sketch a layout of the day's events. Linda let Bill know that Neal didn't want to infringe on their activities, and Bill said he would not. We discussed purchasing STAFF t-shirts, but decided we need to design a new logo first. Bill will continue to come to meetings for planning purposes on a monthly basis.
  - b) Tacky Prom Update- Jessie said she has been looking for some games to put on the tables, but isn't having much luck. Linda said she would go to Party City this weekend and take pictures of some decorations for Jessie to get (streamers, balloons, etc.). The DJ is booked, the alcohol will be provided by Bigg Daddys, and Jessie will get some snack foods the week of the event
- V. New Business
  - a) Advertising Plan for 2018- Linda submitted a proposal from the Northeast Georgian regarding ads for Neal McCoy. We also discussed a radio campaign with Cox Media, and Lake Hartwell Radio. We will check to see if they can set us up with a package deal for several of our events. Dee also suggested that we help promote other events being held in Downtown that are hosted by our local businesses. We also discussed

the idea of a new logo for the Hospitality and Tourism Board. Jessie will send ideas to the board and said we could mesh them together as needed. She also said that the board could give a donation to Piedmont College in exchange for an advertising campaign for the Big Red Apple Festival.

Next Meeting: **Thursday, February 15, 2018** at the Depot

VI. Adjournment

Present: Dee Anderson, Linda Anderson, Michael Harvey, Jan Garrison, Jessie Owensby

Absent: Chris Wright

Guest: Bill Miles