

Cornelia Hospitality and Tourism Board

Meeting Agenda

August 17, 2017

8:00 a.m.

- I. Call to order- Michael Harvey
- II. Approve Agenda- Motion made by Michael, seconded by Jan
- III. Financials- Currently have \$25,994.25. After penny machine payoff, we will have \$19,132.25.
- IV. Old Business
 - a) Penny Machine Update- Machine is being built as we speak. It should be delivered early next week. Woohoo!
 - b) Gift Shop Update- Gift shop is up and running and we are having some sales already. We got new display cases that we are going to put in the middle of the room and move some of the local artisan displays there. We are also going to get some stuff from Abby J's to sell in the shop. We've had over 450 people through the museum in the last two weeks thanks to the Solar Eclipse glasses that we were giving out. We gave out 400 pair in three days. It's been a bit of a hassle for those of us who are having to field the calls and the people that want glasses, but it's been fantastic for the museum. We got the quote for the t-shirts that we want to sell in the museum and the total is \$1419 including the design fee. Dee made a motion to approve the purchase, it was seconded by Linda and all approved. Jessie will give the go ahead and we will send them to press. We also got our new banners in and they will be hung early next week.
 - c) Wayfinding signage Update- Bryan from United Signs came and looked at all the places we need signage. He said since we have so many, we should get a two-poled sign that has slide-ins instead of the original design. We also took one of the original signs away but are adding one where we didn't have one. Many of the businesses that want signage have already paid us.
 - d) Chenocetah Tower Update- Jessie talked about the proposal to have Lonny split his Saturdays from now until November 4th. He will be at the tower on Saturdays from 9-1, and he will be at the museum from 1-5. This way, we can have the tower open for the leaf watchers, and we won't have to rely on volunteers to make sure it's open. Michael is going to change the radio spot at WCON to advertise the tower.

V. New Business

- a) Big Red Apple Festival- Jessie has the schedule done for the stage, and Mike Owensby is working on getting the car show together. We already have our apple order in for Jaemor Farms apples, the inflatables scheduled, and the vendors. The train museum will also be open. We also had cornhole boards made for our tournament and we are having a bracket board made. North Main Credit Union also had cornhole boards made. Everything else is pretty much ready. We talked about closing Clarkesville Street all the way to MLK that day so that the cars from the car show can run into the street and can leave that way instead of taking the dirt road. Linda suggested we have some more visible activities for the kids zone. Jessie will work on that.
- b) Summer Concert- Michael said he talked to the booking agent for Neal McCoy and said that we are good for a summer concert next year. She was supposed to send his list of must-haves, but he didn't get it. He does not have a confirmed date yet, but should get that to us soon. Jan recommend we bring Jeff from CVS on board to help us with this event, as he has experience putting on concerts and helping with events. The board agreed that we would like his help!

Next Meeting: **Thursday, September 21, 2017** at the Depot

VI. Adjournment