

Cornelia Hospitality and Tourism Board

Meeting Agenda

February 16, 2017

8:00 a.m.

- I. Call to order- Michael Harvey
- II. Approve Agenda- Motion made to approve by Dee, seconded by Chris
- III. Approval of minutes from January- Motion made by Dee, seconded by Michael
- IV. Financials- Just over \$26,000.00
- V. Old Business
 - a) Summer Concert- Update- Neal McCoy is unavailable to come. We have asked them to provide a list of artists who are in our budget and we will discuss at a later time to see if we should move forward with this. Dee suggested that since we are not currently planning a concert, we should go ahead and pay the deposit for the ice skating. Everyone agreed that was a good idea. Dee will send out a check today.
 - b) Billboard Update- This was tabled because Jessie was supposed to ask the CBA about helping with it, and they didn't hold a meeting in January
 - c) Need to work out who wants to do what for BBQ Competition- Jessie asked Michael to handle entertainment again this year and she almost has everyone scheduled for stage time already. He said he didn't need him there because Wayne can control that with the sound guys. So, we can use him somewhere else. Jessie said we need people to work the ticket booths, kids zone, and Chopped Competition. We discussed not having the shuttle vans this year because nobody used them last year. Jessie said that she will have a sign up list before next month's meeting. Michael asked if we should continue with GNN advertising, and it was agreed that we should, and we should also go with Cox media again this year. Chris suggested we come up with some way to see how everyone hears about the festival. Jessie asked about using Storm Tipton as main act this year, and it was agreed that we should if he can get a band together. Jessie said she was going to order more t shirts this year.
- VI. New Business

- a) TPD recap- Jessie gave Michael and Chris a book. She said some things were a good idea and some things we are already working on. She suggested they look over it.
- b) Gift Shop Idea- Dee said that we are looking into hiring someone part time to keep the Depot open on the weekends so that we can market the Historical society museum and the depot at the same time and have consistent hours. He suggested that we do a test run for a gift shop in the middle room of the depot to see how it goes and if that's an avenue we would like to pursue. That was one of the things discussed in the TPD presentation. Jessie can try to apply for grant funds to help get that project started and developed more. It may be a bigger draw for people to come and tour the museum and now we can market the historical society, the depot, and the African American museum all at the same time. This might be a good idea, so we will try it.
- c) Advertising the Depot and Historical Society- see above

VII. Next Meeting: **Thursday, March 16, 2017** at the Depot

VIII. Adjournment