

Cornelia Hospitality and Tourism Board

Meeting Agenda

January 19, 2017
8:00 a.m.

- I. Call to order- Michael Harvey
- II. Approve Agenda- Motion to approve made by Linda Anderson, seconded by Dee Anderson
- III. Approval of minutes from December- Motion to approve made by Dee Anderson, seconded by Linda Anderson
- IV. Financials- Will be emailed
- V. Old Business
 - a) 80s Tacky Prom rescheduled- After some discussion about other events in the spring season, it was decided that March 10th is a good tentative date for the event. Jessie will check with the DJ to make sure he is available then, and let everyone know if that date is a go or not
 - b) Summer Concert- Update- Michael Harvey will handle all the stage set-up for the concert. Dee and Linda said they would handle whatever else was in the rider for the contracted artist. Jessie will take care of the marketing and press releases for the event. Someone still needs to coordinate with the City workers and order alcohol for the event, but that can happen closer to time. Whoever orders alcohol can also ask Leon Farmer to be a sponsor for the event. The day for the concert is tentatively May 5. We will have a confirmation on the day by next week.
 - c) The Hit List- Update- The cost for doing two blocks is going to be \$200 per month for one year, which covers 20 locations. When the second Habersham block is available, we will be a host and will receive Habersham county locations for free, so we will have access to an additional block of locations. Motion was made to approve this contract by Dee Anderson, was seconded by Linda Anderson. All were in favor.
- VI. New Business
 - a) Ingles receipts- we will let our subscription run out in April and we will not renew. We did not see any return on investment from trying this, so we didn't get the impact that we were looking for.

- b) BBQ Festival- The Habersham Chamber of Commerce has asked to be a presenting partner for this event this year. Jessie will look back on old records to see what agreements Heather may have with presenting partners in the past, but now, there are none that Jessie knows of. After some discussion, it was also decided that if businesses are going to give in-kind donations, they must also provide a dollar amount value on said donations. This way, we are being fair to everyone involved. Jessie will also get with Heather Sinyard at Fieldale and see what level of sponsorship they would like to do this year.
- c) Billboard on 365- Jessie will look at prices for the billboard closest to Anderson Village on 365. Chris said that south of that won't do much good. He has two billboards and they are good, but they are also close to the exits. Jessie said Toccoa is benefiting from having the billboards on 365. She said they have one right before their exit and it seems to be working well for them. Dee suggested that we ask the Cornelia Business Association to pitch in for the billboard. Jessie said she would.
- d) Tourism Product Development Team- Jessie said that the TPD team is ready to give their presentation. She asked that the Hospitality and Tourism Board come to the meeting on January 31 at 5:30 pm at the HEMC building to see the presentation. She also said this makes us eligible to apply for grant money to help develop the products that the TPD suggests.
- e) Main Street Arts- Dee proposed that the board sets up a checking account for the Main Street Arts program and that way, we can oversee the funding for the program better. Only Board members will be on the account. We will then disperse reimbursement checks to Amanda Morris, who is the leader of the group, as she turns in receipts for the project. The Main Street Arts program is 15 weeks long. It is an after-school drama program on Mondays. We will give them use of the Community House, and they will present a play at the end of the semester. A motion was made to approve the opening of the account by Dee Anderson, seconded by Michael Harvey. All were in favor

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

VIII. Adjournment

Attended: Michael Harvey, Dee Anderson, Linda Anderson, Chris Wright, Jessie Owensby