

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

## ***Meeting Agenda***

May 17, 2018  
8:00 a.m.

- I. Call to order- 8:07 a.m.
- II. Approve Agenda- Motion to approve made by Dee Anderson, seconded by Chris Wright, all approved
- III. Financials- Balance is \$14,736.76; Hotel/Motel Tax for April was \$5,135.07; gift shop sales was \$240.51
  - a) Discussion to move bank accounts- Dee said that United Community Bank never changed the signature cards on our checking account, so he was unable to get a cashier's check for the concert. However, there are still two people on the signature card who are no longer serving on the board. In light of this, Dee recommended we change the account to North Main Credit Union because it is close and in Downtown. Jessie agreed that since Melany Ward, CEO at NMCU, is the DDA Treasurer and we have to go there all the time for that, it would be easier to move it there. Dee motioned to move account to NMCU, Jan seconded, all approved.
  - b) We did an internal audit and realized that the H&T Board was shorted approximately \$3,000 in hotel/motel tax, we will be getting a reimbursement check soon.
  - c) We need to go ahead and pay the deposit on the ice skating. It was due in January, but we wanted to make sure we had enough money to cover the concert, and the ice skating company waived the deadline for us.
- IV. Old Business
  - a) Summer Concert Event Evaluation- see below

## After Action Event Report

**Event:** Neal McCoy Concert  
**Interns:** N/A  
**Event Set Up:** Friday + Saturday  
**Event Time:** Sat @ 6 p.m.  
**Event Break Down Time:** Sat @ 2 pm - 9:30 pm  
**Date:** Saturday, May 12, 2018  
**Coordinator:** Linda Anderson  
**PW Staff:** Brittain W., Taylor W., Michael H.,  
**Temp Staff:** Lori Money  
**Attendance:** approx. 2,000  
**Weather:** HOT 90° - muggyp

**Description of Event:** concert featuring Neal McCoy - no opening act

**Budget:** \$30,000  
**Sponsorship:** Carter & Slope \$2K  
**In-Kind Sponsorship:** Sugartopia (cakes, cupcakes, cookies), Bigg Daddy (burgers & fries & Patron (beer for 30), Hayes (2 shuttle vans), Chick-fil-A (chicken & hot 10), WCON (free spots)  
**Total Budget:** \$28,862 (\$32K after expenses)  
**Budget Breakdown:** \$15K Neal McCoy, \$8K Wayne, \$3,200 insurance, groceries \$500, t-shirts \$750, Colby Moore \$200, Piedmont Shuttle \$125, elite wine tour \$125

**Actions To Sustain:** Wayne, shuttles, vendors, organized well

**Actions To Improve:** less food vendors, more refreshing vendors, opening act, earlier shuttle pickup, later start, move sound booth, control stage more  
**Positive Event Outcomes:** no complaints, big crowd, hotels full, restaurants full, 70 people at museum  
**Negative Event Outcomes:** math heads, people swarming stage

**Marketing:** NEGAN, social media, the Times, Dawson+Forsyth news, WCON, WCAM, Chamber of Commerce, Newsletter, our newsletter, Posters, Neal's calendar, Hit List, City of Clarksville

### Run Down (Vendors/Entertainment):

Marcos Pizza	Aw Shucks
Bigg Daddy	Elite wine tours
D + Maltory Higgins	Piedmont College
Hona Ice	
El Patron	
Sugartopia	
Chick fil A	
Hayes	

NO NAME MARKS

### V. New Business

- a) What next? - Big Red Apple Festival on September 22, Guided Walking Tour on May 25<sup>th</sup>. If this goes well, we may do it once a month.

Next Meeting: **Thursday, June 21, 2018** at Depot

### VI. Adjournment - 9:12 a.m.

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