

Cornelia Hospitality and Tourism Board

Meeting Agenda

September 20, 2018

8:00 a.m.

- I. Call to order- 8:05 a.m.
- II. Approve Agenda- Motion was made by Linda, seconded by Dee, all in favor
- III. Financials-
- IV. Old Business
 - a) Concert Update- Dee sent the press release out to the media yesterday. Someone is Linda's son is working on a logo design for a t-shirt. We are going to go ahead and get that done so we are not waiting until the last minute. There was a discussion about starting to get demos for opening acts. We mentioned that we would also like to find some local artists. Linda wants to have vendors for the concert, but doesn't want it to be an extra load for Jessie, so she suggested that everyone pitch in to help. Jessie would like for someone on the board to volunteer to be the "point" or "contact" person for this other than her. Linda wants to make the start time at 5 p.m. Dee said he spoke with the City of Clarkesville about this, and they are fine with a little bit of time overlap with the Mountain Laurel Festival. Linda mentioned that she wants to do fireworks.
 - b) BRAF Update- Jessie said the festival is twice as big as last year. Most all of the local businesses are involved in some way. Some are working, some are having booths, some are having specials, but it's good to see everyone pitching in. We do still need a lot of help, so we need all hands on deck.
- V. New Business
 - a) Website- Dee mentioned that we somehow lost our web address of www.explorecornelia.com. It no longer links to our page. We need to purchase a new one. The board was presented with several other web addresses to purchase for use. Dee suggested that we use www.discovercornelia.com because he likes the fact that there is a .com at the end of it. Jessie suggested that we use www.explorecornelia.org because it's the most similar to our old web address, and it would cut down on confusion. She also uses #explorecornelia for her social media marketing. Chris agreed and added that if you were to change the whole web address, you would also have to change the social media marketing. Michael said he agreed with Dee and made the motion to go with

www.discovercornelia.com as the board's new web address. All were in favor. Jessie will begin to use the proper hashtags in her social media marketing.

Next Meeting: **Thursday, October 18, 2018** at Depot

VI. Adjournment- 8:40 a.m.

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

Absent: Brittain Williams