



Events Committee
Draft Meeting Minutes
Thursday, March 4, 2021, 3:30 PM | Zoom Meeting

Special Events Committee Mission Statement

The Committee includes members of every department impacted by special events. It will meet periodically as needed to discuss event scheduling, planning staffing and budgeting, so that departments can coordinate their efforts, enhance communication, determine publicity requirements, anticipate issues, and address concerns. The Committee will make recommendations for event improvement to facilitate maximum benefit to Kennesaw citizens and visitors. Proposals may be submitted for consideration through Mayor and Council in the form of agenda items.

Representatives by department: Parks & Recreation (Amanda Glass, Brittani Farmer); Police (Mark Webster, Bryce Barth); Public Works (Ricky Stewart, Dave Wilson); City Manager (Marty Hughes); Communications (Becca Graham); Building & Construction (Scott Banks); Building Maintenance (Robbie Ballinger); Economic Development (Miranda Taylor); Smith-Gilbert Gardens (Ann Parsons, Kathy Post); Southern Museum (Jeffrey Richardson), KDDA (Mark Allen). Each department has one vote.

Chair: Becca Graham, Vice-Chair: Ricky Stewart, Secretary: Brittani Farmer

- I. **Call to Order** – Meeting called to order by Becca Graham at 3:35pm.
 - a. Committee members present: Parks & Recreation (Brittani Farmer, Amanda Glass); Police (Mark Webster); Public Works (Ricky Stewart, Dave Wilson); City Manager (Marty Hughes, Andrew Gasparini); Communications (Becca Graham); Building & Construction (Monica Robinson); Building Maintenance (Robbie Balenger) Economic Development (Miranda Taylor); Smith-Gilbert Gardens (Kathy Post); Southern Museum (Jeffrey Richardson, Nichole Alexander), KDDA (Mark Allen).
 - b. Guests:
 - i. Bill Watson – JRM Management with the Big Shanty Festival and Taste of Kennesaw Event Application
 - ii. Cris Welsh – First Fridays Event Application
- II. **Approval of Minutes**
 - a. February meeting minutes were tabled for review at the April meeting.
- III. **Announcements/Public Comment**
 - a. Review Events Calendar - upcoming events were reviewed
 - i. The Southern Museum
 - Homeschool Workshop on Wednesday, March 10th and 24th at 10 am & 1 pm
 - Women’s History Month Event on Saturday, March 13th from 9:30 am – 5:00 pm
 - Mommy & Me on Thursday, March 18th at 10 am & 12 pm
 - Stories & Songs with KSU Tellers on Saturday, March 20th at 11 am & 1 pm
 - Sensory Friendly Afternoons on Tuesday, March 30th from 2:00 pm – 5:00 pm
 - ii. Smith Gilbert-Gardens
 - Wednesday Wonders on Wednesday, March 17th from 10:00 am – 11:30 am
 - Art Blooms Exhibit begins on April 1st
 - iii. Parks & Rec
 - Touch-A-Truck activities postponed to Fall-O-Ween Fest on Saturday, October 16

- Art in the Park: Paper Flower Workshop on Saturday, March 13 from 11:00 am – 12:30 pm at the Ben Robertson Community Center
 - Drive Thru Bunny Breakfast on Saturday, March 27 from 8:30 – 10:30 am at the Ben Robertson Community Center \$5 per ticket
- b. Amanda Glass – Cobb County Health Department released information at the end of 2020 about food vendor regulations. They are saying that the City needs to give permits but they can also get it from Cobb County. Want to make sure that we cover ourselves.
 - i. Either have to have a food serving license from Cobb County or something from the Department of Agriculture
 - c. So many groups want to do music, especially as we get closer to the amphitheater opening. How do we want to manage the different groups all wanting to do the same thing?
 - d. None of the Art & Culture Commission events are on the calendar. They are not finalized yet. Have someone from that group on this committee or attend as needed.

IV. Old Business

- a. Review 2021 Events Calendar

V. New Business

- a. Event Application – Big Shanty Festival
 - i. Date: Saturday, April 17th – Saturday, April 18th
 - ii. Location: Depot Park & Main Street
 - iii. Booth spacing, more sanitizing stations, not doing a parade, will be doing the entertainment like we did before,
 - iv. Aware of what will be available to be used around the Depot
 - v. Things are changing
 - vi. Public Works putting up signage
 - vii. Sponsor luncheon will be spread out at Kennesaw Baptist
 - viii. KPD Plan was discussed
 - ix. Crowd control barricaded from Public Works needed at the Depot for the performance stage
 - x. Handicap parking plan was reviewed
 - xi. Stage needed from Parks & Rec
 - xii. The new lot at the Depot is currently unpaved but it should be done by then – Metro may need to be moved
 - xiii. Brittani Farmer made motion to approve as presented, seconded by Marty Hughes and the motion passed unanimously.
- b. Event Application – Taste of Kennesaw
 - i. Date: Saturday, November 6th
 - ii. Location: Main Street
 - iii. The one thing that will be different about this year is having everything along Main Street and spread it out
 - iv. May do an oyster roast in conjunction with Trackside in the parking lot next to the restaurant
 - v. Pretty much the same as it has been in the past
 - vi. Beer Garden on the map will not be able to be on the map on the corner of JO & Watts as presented
 - vii. Mark Allen made a motion to approve without beer garden until further review with the applicant, seconded by Ricky Stewart and the motion passed unanimously.
- c. Event Application – First Fridays
 - i. First Friday of the Month April - September
 - ii. KDDA will be having a discussion next week on partnering and branding with the Downtown Merchants – This could turn into a partnership/co-sponsored event
 - iii. 1,000 people is a lot for the plaza/tunnel/tunnel amphitheater area. Probably won't be that many at first

- iv. Get the downtown merchants really engaged and involved. Bring in the plaza and music. They would handle the rentals, set up, break down, trash, etc
 - v. Would love to partner with the KDDA
 - vi. Tables for rent – 24 tables with 6 chairs each. Tables from Rent-All Plaza. Once a month rental. Link with a form to fill out. Encourage them to decorate their tables. Have the downtown merchants walk around and talk to those people to develop engagement.
 - Reserved Tables
 - Cost: \$50
 - vii. 1 – 2 people acoustic set they would be at the
 - \$300 to provide artist and sound equipment
 - Speakers would be run from the Tunnel Amphitheater to the Plaza
 - viii. Planning on breaking even or just a little more
 - ix. Adding in a local non-profit each month
 - x. Want to put a QR code on all of the tables so people can order from the local restaurants and get drinks in the Entertainment District
 - xi. Motion to approve event as presented
 - xii. Miranda Taylor made a motion to table event application to April meeting. Seconded by Mark Allen. The motion passed unanimously.
- d. Event Application – Walk a Mile in Her Shoes
- i. KPD is looking to host a Walk a Mile in Her Shoes event on Saturday, October 9th at Swift-Cantrell Park
 - ii. Event Application was tabled to April meeting.
- VI. **Adjourn** – With no further business, Mark Allen made a motion to adjourn, seconded by Ricky Stewart and the motion passed unanimously. The meeting adjourned at 4:25 pm.