

Cornelia Hospitality and Tourism Board

Meeting Agenda

June 15, 2017

8:00 a.m.

- I. Call to order- 8:14 am
- II. Approve Agenda- motion was made to approve by Dee, seconded by Jan
- III. Approval of minutes from April- motion was made to approve by Jan, seconded by Dee
- IV. Financials- Balance of \$22,970, Tax income \$21,789, Events income \$1,713, Advertising- \$3,179, Sponsorships \$14,108, Dues \$865, Overhead \$6,651
- V. Old Business
 - a) Billboards- Jessie discussed the presentation that was given by Fairway Outdoor Billboards about the print billboard being \$900 per month with a one year contract and a set-up fee. Linda mentioned that she liked the digital billboard better because you could change it often and at no cost. That billboard was \$650 per month with a 12 month contract. After some discussion about the price, the board decided to explore other companies and get all the options before deciding on which one to go with. Jessie will try to contact another billboard company for a print billboard and see what their pricing quotes are. She will also be on the lookout for another digital billboard.
 - b) Gift Shop- We had ordered all the supplies for the gift shop except the t shirts, which are being designed by a t-shirt designer. He will give us a couple of ideas and then we can go from there. We have the square to take credit cards all set up and ready for payments. We have decided NOT to have cash here for several reasons. This way, our employees don't have to be accountable, the manager doesn't have to go count twice or take deposits to the bank, it is safer for the employees, and it also tracks and keeps up with your inventory. We are still trying to find some cases and shelving and clothing racks.
- VI. New Business
 - a) Advertising at Georgia Visitor Center- After some discussion about where they are placed and how many are distributed, a motion was made by Dee to advertise in the pamphlet. It was seconded by Jan. All approved.

- b) Wayfinding Signage- we updated the board about the signage that we are looking at in Downtown Cornelia to direct people to different stores. Jessie mentioned that in her Cornelia Business Association meetings, businesses said they don't think it is unreasonable to pay for their name on the directory or sign. We are currently getting information together for quotes on the signage. Also, Dee and Tim Lee will go to Atlanta next week to meet with GDOT about getting the signs on their right of way, which is Business Highway 441, highway 441, highway 365 and North Main Street. We have made a map and presentation for them with all the places we would like new signage directing people to Downtown Cornelia.
- c) Penny Machine- Jessie has requested quotes from different companies on the penny machines and we are waiting to hear back from them. To be continued.

Next Meeting: **Thursday, July 20, 2017** at the Depot

VII. Adjournment

Present: Dee Anderson, Linda Anderson, Jan Garrison, Josh Reeder, Jessie Owensby

Absent: Michael Harvey, Chris Wright