

Acworth Area Convention and Visitors Bureau Authority  
Regular Meeting Minutes  
Thursday, January 14, @ 6:03 p.m.  
CR 1 – Acworth City Hall

Members Present: Chairman Parks Phillip Robuck Bonnie Gould  
Andrea Hougtaling Sonja Robinson Malinda Howe  
Keith McPherson

Others Present: Amanda Sutter Marian Williams

I. Call to Order: Chairman Parks called the meeting to order at 6:05p.m. and noted that a quorum was present.

II. Approval of November Meeting Minutes: Mr. Robuck made a motion to approve the November minutes as presented. Mr. McPherson seconded the motion and it passed unanimously.

III. Presentation of Financial Reports: Ms. Sutter reported that during the months of November and December Tourism's actual expenditures were \$6,041.00. Ms. Sutter stated that \$178 was allocated towards General Operating Expenses. Ms. Sutter reported the following expenditures were for Marketing which includes: \$2,000 for Billboard Advertising, \$375 for the final changes to Vid-South commercial, \$375 for quarterly web site fee, \$1,500 for the Comcast commercial. Ms. Sutter stated that promotional items expenses were \$480 which included \$280 for bags purchased for the Turkey Chase and \$200 for the purchase of Acworth lapel pins. Ms. Sutter stated that the cost of the interior prep work of the caboose was \$1,133. A motion was made by Mr. Robuck to approve the financial reported as submitted by staff. Mr. McPherson seconded the motion and it carried unanimously.

IV. Continuing Business:

A. Update on the Caboose – Ms. Sutter stated that she and Alderman Pugliese have been working with Bren-Abby Construction on the additional repairs to the interior of the caboose. Ms. Sutter stated that Bren Abby is working on securing a possible donation for the flooring of the caboose. Ms. Sutter stated that she has also spoken with the Kennesaw State University professors concerning the development of the Dixie Highway Museum. Ms. Sutter stated that because Tourism's funds are limited, the KSU professors are working on obtaining a matching fund which would enable them to have more panels on display in the museum. Ms. Sutter stated that she and Chairman Parks will be meeting with the Kennesaw State University Professors and students on January 28<sup>th</sup>. Chairman Parks thanked Ms. Sutter for her work with the KSU staff.

V. New Business:

A. Report of Cobb CVB – Ms. Sutter informed the board that the Cobb CVB

board of directors voted against the merger with the Cobb-Marietta Coliseum & Exhibit hall Authority. Ms. Sutter stated that she has spoken with Alderman Weatherford and the staff of Cobb CVB and they will continue providing support to the City of Acworth as well as their other sponsors. Ms. Sutter reported that staff has consulted with the Mayor, City Manager and Alderman Weatherford and it is agreed that due to the merger not occurring that it would be beneficial for the AACVBA to continue its sponsorship with the Cobb CVB. Ms. Sutter was asked by the board to inquire with the Cobb CVB about a reduced sponsorship fee in the amount of \$2,500 due to budget cuts and the fact that other cities such as Marietta are not sponsors yet still receive the same exposure and promotion.

B. The City's 150<sup>th</sup> Birthday Celebration – Ms. Sutter reported that the City will be celebrating their 150<sup>th</sup> birthday throughout 2010. Ms. Sutter stated that a committee of local citizens was formed by the Mayor and Board of Aldermen to discuss celebration traditions to incorporate throughout the year's planned events. Ms. Sutter stated that Chairman Parks and Mr. Robuck are serving on this committee. Ms. Sutter stated that the first meeting took place Tuesday, January 12<sup>th</sup> and the following major events were discussed: June 19<sup>th</sup> – Movie Night at Cauble Park, July 4<sup>th</sup> – Concert and Fireworks, September 4 and 5<sup>th</sup> – Love the Lake Parade and Festival and December 3<sup>rd</sup> – Santa's Arrival. Ms. Sutter also reported that a website for the 150<sup>th</sup> is being developed and the City's Newsletter will have special photos and articles throughout the year to reflect on the past 150 years in our City. DDA will also purchase banners for the downtown area for this celebration.

C. 2010 Professional Wakeboard – Ms. Sutter reported that the City has signed a contract with the Professional Wakeboard Tour which will return to Acworth on May 21-22<sup>nd</sup>. Ms. Sutter reported that in the past years this event has brought over 8,000 people to our City. Ms. Sutter stated that staff is finalizing the details as the Tournament's expectations of marketing, hotel rooms, and various other accommodations are concerned. Ms. Sutter stated that a block party is planned for Saturday night, May 22<sup>nd</sup> at which time they will host their awards ceremony. Staff may need to request financial assistance from Tourism and DDA to help finance the block party. Ms. Sutter and Ms. Robinson will work with the local hotel owners for accommodations for the Pro Wakeboard Tour participants.

VI. Board Member Comments – Mr. Robuck stated that at the 150<sup>th</sup> Citizen's Committee meeting the possibility of displaying old photos and other pertinent items in the City Hall lobby was discussed. Mr. Robuck stated that these items could be changed throughout the year as the celebration continues through 2010.

VII. Staff Reports – Ms. Sutter reported that the Senator Russell Avenue Construction Project will break ground sometime the end of February or first of March and the estimated time for construction is six to seven months.

Ms. Williams reported on several promotional item ideas for Tourism's consideration. Ms. Williams will present staff's recommendation at the February meeting.

Ms. Sutter stated that now that the City is on a July 1<sup>st</sup> – June 30<sup>th</sup> fiscal year and staff is required to have all budget requests submitted for review by the end of March. Ms. Sutter stated that it is staff's recommendation that the board hold their 2011 budget work session during their February meeting. The board agreed to conduct their budget work session at the February 11<sup>th</sup> meeting and move the starting time of the meeting to 5:30 p.m. Staff was asked to coordinate a light dinner similar to last year's work session. Staff also requested the board to begin brainstorming potential projects for fiscal year 2011 (July 2010 – June 2011).

VIII. Public Comments -None

IX. Announcements:

- January 18<sup>th</sup> - City offices closed in observance of MLK birthday
- January 19<sup>th</sup> - DDA meets at 6pm, Council Chambers
- January 28<sup>th</sup> - State of the City presentation at 11:30am during the ABA lunch, held at Northstar Church
- January 28<sup>th</sup> - HPC meets at 6pm, CR-1 of City Hall
- February 11<sup>th</sup> - Tourism meets at 6pm, CR-1 of City Hall

X. Adjournment: Chairman Parks adjourned the meeting at 6:50 p.m.

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Chairman, Acworth Area Convention and Visitor's Bureau