



Events Committee Meeting Minutes

Thursday, June 6, 2024, 3:30 PM | Ben Robertson Community Center

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 (Brittani Farmer, Mara Clauson); Police (Kevin Mitchell); Public Works (Ricky Stewart, Dave Wilson); City Manager (Marty Hughes); Communications (Becca Graham, Rachel Mikell); Building Services (Scott Banks); Building Maintenance (Robbie Balenger, Thomas Evans); Economic Development (Miranda Taylor); Smith-Gilbert Gardens (Vanita Keswani); Southern Museum (Jon Sexton), KDDA (Mark Allen). Each department has one vote.

Chair: James Friedrich, Vice-Chair: Marty Hughes, Secretary: Brittani Farmer

- I. **Call to Order** – Meeting called to order by James Friedrich at 3:32 pm.
 - a. Committee members present: Parks & Recreation (Bill McNair, Mara Clauson, Brittani Farmer) Police (David Buchanan, Kevin Mitchell, Rick Shumpert) Public Works (Ricky Stewart, Dave Wilson); City Manager (Marty Hughes, James Friedrich); Communications (Rachel Mikell); Building & Construction (Scott Banks); Building Maintenance (Robbie Balenger), Economic Development (Miranda Taylor); KDAA (Mark Allen), Smith-Gilbert Gardens (Vanita Keswani); Southern Museum (Kamil McElwee).
 - b. Guests:
 - i. Jill Smith on behalf of the Downtown Merchants Association
- II. **Approval of Minutes**
 - a. May meeting minutes were reviewed. Robbie Balenger made a motion to approve as presented. Scott Banks seconded and the motion passed unanimously.
- III. **Announcements/Public Comment**
 - a. Kennesaw Beer Fest has been rebranded as Drinks at the Depot
 - i. Date: September 28th
 - ii. Expected attendance: 1,700 – 2,000+
 - iii. Requesting the use of the amphitheater – will have a band playing all day
 - iv. Provide own security, barricades, hire off duty officers
- IV. **New Business**
 - a. Inaugural Chili Cookoff - Kennesaw Downtown Merchants Association, Sponsored by the KDDA
 - i. Date: Friday, October 25th
 - ii. Time: 4:00 – 7:00 PM
 - iii. Set up – 2:00 PM, Clean Up – 8:00 PM
 - iv. Location: Tunnel Plaza
 - v. Purpose: Fundraiser (\$20 entry fee), Local recognition, bragging rights

- vi. City Resources: Four (4) 96 gallon trash cans, Advertising through downtown website and social media, KDMA will provide tables/chairs
- vii. Number of People Expected: 15 – 20 vendors, 40 – 60 attendees
- viii. Is a food permit required? If required, will not pursue
- ix. Kevin Mitchell made a motion to approve putting the event on the calendar tentatively, seconded by Ricky Stewart and the motion passed
- b. 2024 Candy Crawl & Halloween Fest - Kennesaw Downtown Merchants Association, Sponsored by the KDDA
 - i. Date: Saturday, October 26 (1st Preference), Friday, October 25 (2nd Preference)
 - ii. Time: 12:00 – 4:00 PM
 - iii. Set Up – 9:00 AM, Clean Up – 6:00 PM
 - iv. Location: Depot Park & Main Street
 - v. Purpose: Trick or treating with merchants, festivals with vendors and games
 - vi. City Resources:
 - Three (3) 96 gallon trash cans
 - Three (3) barricades
 - Six (6) cones
 - Police – street crossing/general safety – will hire an off duty officer
 - Advertising through downtown website and social media
 - vii. Number of people expected: 600 – 1,000
 - viii. David Buchanan made a motion to approve the event as presented

V. Old Business

- a. Review and Discuss Upcoming Events Review June – August 2024 Calendar of Events
 - i. Parks & Recreation
 - June
 - a. Teen Summer camps kick off on Monday, June 3rd
 - b. Summer Sun Run 5K will be on Saturday, June 8th in Downtown Kennesaw
 - c. The first concert at Depot Park will be on Friday, June 14th from 6:00 – 10:00 PM
 - d. The second movie in the Outdoor Movie Series and Summer Spectacular will be Friday, June 21st from 5:00 – 10:00 PM at Swift-Cantrell Park
 - July
 - a. Salute to America will be on Wednesday, July 3rd from 6:00 – 10:00 PM in Downtown Kennesaw
 - b. The Back2School Jam will be on Saturday, June 13th from 11:00 AM – 2:00 PM at the Recreation Center
 - c. The third and final Outdoor Movie of the 2024 series will be on Friday, July 19th from 6:00 – 11:00 PM at Swift-Cantrell Park
 - August
 - a. Middle School After School Program kicks off on Thursday, August 1st
 - b. The fall Youth Volleyball season assessments will be held on Saturday, August 3rd and practices will begin the week of August 19th
 - c. Pigs & Peaches BBQ Festival will be on Friday, August 16th from 6:00 – 10:00 PM and Saturday, August 17th from 10:00 AM – 10:00 PM at Adams Park
 - ii. Southern Museum
 - June
 - a. Mommy & Me will take place on Thursdays from 9:30 AM – 12:30 PM June 6th, 13th, 20th & 27th
 - b. Civil War History Day will be on Saturday, June 8th from 9:30 AM – 5:00 PM
 - c. Adult Speaker Series: Battle of Kennesaw Mountain– 11:00 AM – 12:00 PM on Saturday, June 8th

- d. Model Train Layout Summer Camp will be June 11th – 14th from 9:30 AM – 12:30 PM
 - e. Stay & Play – 9:30 AM – 12:30 PM on Saturday, June 22nd
 - f. Sensory Friendly Afternoon – 2:00 – 5:00 PM on Tuesday, June 25th
 - July
 - a. Southern Spirits will be on Wednesday, July 3 from 7:00 – 10:00 PM
 - b. Adventures at the Museum Summer Camp will be July 8th – 12th from 9:30 AM – 12:30 PM
 - c. Adult Speaker Series: The Georgia Peach: Culture, Agriculture, and the Environment in the American South – 1:00 – 2:00 PM on Saturday, July 13th
 - d. Railroad Rendezvous will be on Saturday, July 20th from 9:30 AM – 5:00 PM
 - e. Mommy & Me will be on Thursday, July 25th from 9:30 AM – 12:30 PM
 - f. Stay & Play – 9:30 AM – 12:30 PM on Saturday, July 27th
 - g. Sensory Friendly Afternoon - 2:00 – 5:00 PM on Tuesday, July 30th
 - August
 - a. Mommy & Me will take place on Thursdays from 9:30 AM – 12:30 PM August 1st, 8th, 14th, 22nd, 29th
 - b. Adult Speaker Series: The Civil War in Georgia– 1:00 – 2:00 PM on Saturday, August 10th
 - c. Homeschool Workshop – 10:00 AM – 1:00 PM on Wednesday, August 14th
 - d. Stay & Play – 9:30 AM – 12:30 PM on Saturday, August 24th
 - e. Sensory Friendly Afternoon - 2:00 – 5:00 PM on Tuesday, August 27th
- iii. Gardens
- June
 - a. Butterfly Exhibit begins June 1
 - b. Dog Days at the Gardens will be on Saturdays from 9:00 AM – 4:00 PM: June 1st, 8th, 15th, 22nd, 29th
 - c. Pollinator Palooza will be on Saturday, June 1st from 10:00 AM – 2:00 PM
 - d. Music & Monarchs will be on Friday, June 28th from 5:00 – 8:00 PM
 - July
 - a. Dog Days at the Gardens will be on Tuesdays and Saturdays from 9:00 AM – 4:00 PM: July 2nd, 6th, 9th, 13th, 16th, 20th, 23rd, 27th, 30th
 - b. A Garden with Wings Butterfly Exhibit will be open all of July
 - c. Yoga at the Gardens will be on Wednesdays from 9:00 – 10:00 AM: July 3rd, 10th, 17th, 24th, 31st
 - d. Family Nature Walks will be from 11:15 AM – 12:00 PM on Saturday July 6th, 20th & 27th
 - e. Art in the Garden camp will be July 9th – 12th from 9:00 AM – 12:00 PM
 - f. Trail Tales will be on Friday, July 12th from 10:00 – 11:00 AM
 - g. Discover Bonsai will be on Saturday, July 13th
 - h. Adult Acrylic Workshop will be on Saturday, July 20th from 10:00 AM – 12:00 PM and 1:00 – 3:00 PM
 - August
 - a. Dog Days at the Gardens will be on Saturday, August 3rd
- iv. Economic Development
- June
 - a. Kennesaw Farmers Market will be on the following Mondays from 3:30 – 7:00 PM: June 3rd, 10th, 17th, 24th
 - b. First Friday Concert will be on Friday, June 7th from 6:30 – 9:00 PM
 - July
 - a. Kennesaw Farmers Market will be on the following Mondays from 3:30 – 7:00 PM: July 1st, 8th, 15th, 22nd, 29th

- August
 - a. First Friday Concert will be on Friday, August 2nd from 6:30 – 9:00 PM
 - b. Kennesaw Farmers Market will be on the following Mondays from 3:30 – 7:00 PM: August 5th, 12th, 19th, 26th
- v. Police
 - June
 - a. Unity in the Community (Juneteenth Event) will be on Saturday, June 15th from 11:00 AM – 2:00 PM at Swift-Cantrell Park
 - August
 - a. National Night Out will be on Tuesday, August 6th from 6:00 – 8:00 PM at Swift-Cantrell Park
- vi. Public Works
 - Electronic Recycling Event will be Saturday, June 1 from 9:00 AM – 12:00 PM at Public Works in the parking lot
- vii. Other:
 - July
 - a. BASSH! on Friday, July 26th at Swift-Cantrell Park
 - i. Pavilions have been reserved
 - ii. Will send their liability insurance 30 days out

VI. **Adjourn** – With no further business, Mara Clauson made a motion to adjourn, seconded by Bill McNair and the motion passed unanimously. The meeting adjourned at 3:50 pm.