

**MINUTES OF EVENTS COMMITTEE MEETING
CITY OF KENNESAW
Ben Robertson Community Center
February 6, 2025
3:30 PM**

1. Call to Order / Roll Call

Vice-Chair Ricky Stewart called the meeting to order at 3:30 p.m. Committee members present: Robbie Balenger (Building Maintenance), Marty Hughes & Anna Trapp (City Manager), Becca Graham & Rachel Mikell (Communications), Miranda Taylor (Economic Development), Bill McNair & Elizabeth Weaver (Parks), Kevin Mitchell, David Buchanan, Rick Shumpart & Andrew Woodard (Police), David Wilson (Public Works), Vanita Keswani (Smith-Gilbert Gardens), and Kamil McElwee (Southern Museum). Secretary Christie Burgner. Bill Watson and Casey Miller with JRM were also in attendance.

2. Approval of the Meeting Minutes

A. Approval of the December 5, 2024, meeting minutes

David Buchanan moved to approve the December 5, 2024, Events Committee meeting minutes. Bill McNair seconded the motion. There was no discussion. Motion was approved unanimously.

3. Announcements/ Public Comment

4. Old Business

5. New Business

Vice-Chair Stewart advised of an addition to the Events Committee agenda. Bill Watson with JRM presented information for the Kennesaw Big Shanty Festival for April 12 & 13 [Exhibit A]. Mr. Watson discussed the following aspects of the event:

- Inclusion of a possible dog frisbee show, which would need approval from City Manager Jeff Drobney
- Inclusion of acoustic music - three 30-minute shows per day.
- Craft food will be available in the plaza area.
- JRM will have staff to clean the Depot restrooms, as there are no Superior Plumbing portable toilets this year. He has spoken with owners of the empty corner lots on Main Street and confirmed that JRM may use them for the event.
- There will be food available in the 1885 parking lot.
- Road closures will be the same as previous years; Mr. Hughes to present these at the March 10 Council meeting.
- The parade will have the same route as previous years and will begin lining up around 7am with parade starting at 9:30am.

- Will use county stage for local entertainment (clarified from 6.J that it is not a city stage).
- Parks verified there will be no baseball tournaments that weekend.
- There may be tents around Depot Park.
- Mr. Watson will send Mr. Hughes the necessary insurance paperwork.

A. March 4 - Mardi Gras on Main Street Pop-Up

Pop-up event to celebrate Mardi Gras in Downtown Kennesaw

Main Street Manager Miranda Taylor provided information for the Mardi Gras on Main Street Pop-Up event at the Main Street Plaza [Exhibit B]. Ms. Taylor clarified that while there is no need for road or parking lot closure. However, there would need to be cones placed to reserve spots for vendors in the 1885 lot parking lot closest to the Plaza. Power will be needed for a band/DJ. This is not a sit and stay event, more of a walk through. To avoid over capacity, the event will be announced only ten days prior to event, with a reminder posted the day of. Trash cans will be placed after lunch on day of event.

Elizabeth Weaver moved to approve Mardi Gras on Main Street Pop-Up. Anna Trapp seconded the motion. Motion was approved.

B. March 14 - Pi Day Friday

Community Pop-Up to celebrate Pi Day (3.14)

Ms. Taylor provided information for Pi Day Friday [Exhibit C]. This will be a similar pop-up event to the Mardi Gras pop-up. The committee discussed closing the Depot Parking area due to use of tables/chairs and a possible DJ. Parks Director Bill McNair advised that barricades could be put out the night before to close the lot.

David Buchanan moved to approve Pi Day Friday. Robbie Balenger seconded the motion. Motion was approved.

C. March 22 - Downtown Kennesaw Walking Tour

Walking Tour of Downtown Kennesaw by Kennesaw Historic Preservation Commission and Atlanta Preservation Center

Mr. Hughes provided information for the Downtown Kennesaw Walking Tour. This tour will be led by resident historian Andrew Bramlett. There are no road closures, and no facility or equipment use.

Miranda Taylor moved to approve the Downtown Kennesaw Walking Tour. Rick Shumpert seconded the motion. Motion was approved.

D. March 22 - Kennesaw City Cemetery Walking Tour

Walking Tour of Kennesaw City Cemetery by Kennesaw Cemetery Preservation Foundation and Atlanta Preservation Center

Mr. Hughes provided information for the Kennesaw City Cemetery Walking Tour. This tour will be led by resident historian Andrew Bramlett. There are no road closures, and no facility or equipment use.

Kevin Mitchell moved to approve the Kennesaw City Cemetery Walking Tour. Miranda Taylor seconded the motion. Motion was approved.

E. May 3 - Main Street Cruise-In

Main Street Cruise-In for Special Olympics at Kennesaw First Baptist Church from 8am-12pm

Officer David Buchanan provided information for the Main Street Cruise-In. The event will follow the same pattern as previous years. It will be held at Kennesaw First Baptist Church with the need for a few barricades and signs.

Robbie Balenger moved to approve the Main Street Cruise-In. Elizabeth Weaver seconded the motion. Motion was approved.

F. Road Closures

Parks & Recreation Events including Grand Prix Races, Concert series, & Salute To America

Parks & Recreation Director Bill McNair provided information for road closures for the Grand Prix Races and Concert series [Exhibit D]. The Depot parking lot will be closed on Friday nights before the events, and Cherokee Street will be closed on the day of the events from 4pm-11pm.

- For the Grand Prix series, all roads will be closed from 6am - 10am with the usual set up on April 26, June 7, September 27 and October 26.
- The Concert Series will be held on the following Saturdays: March 29, May 3, June 14, and September 20.

Assistant Parks Director Elizabeth Weaver presented information for Salute to America on July 3 [Exhibit E]. Vendors should arrive by 3:30. Road closures will occur from 1pm to midnight. Shirley Drive from Cherokee Street to Carruth Street will be closed for pedestrians and vehicles from 5pm - 10:30 for fireworks. A distance of 200 feet must be kept from the live ordinance; this includes the gravel lot behind the Southern Museum back parking lot on Shirley Drive. City Hall parking will be used for staff working the event and Mayor & Council. The Parks Department will notify businesses of the road closure due to fireworks.

Miranda Taylor moved to approve the road closures for the Grand Prix Races, Concert series, & Salute to America. Kamil McElwee seconded the motion. Motion was approved.

Communications Director Becca Graham reminded each department to place their events on the Events Calendar.

Vice-Chair Ricky Stewart advised there was an additional agenda item for discussion from Economic Development. Miranda Taylor provided information for the Kennesaw

Downtown Merchants Association (KDMA) and Kennesaw Downtown Development Authority (KDDA) for the First Friday Concert Series. The series will return to the plaza area with tables and chairs for rent (like it was before the amphitheater). She is working with them for the application. The time frame is April to October, omitting July. There may be more than music this year, possibly a comedian. KDMA would be responsible for set up and an off-duty police officer.

Bill McNair moved to approve moving forward with the First Friday Concert Series. Rick Shumpert seconded the motion. Motion was approved unanimously.

The Farmers Market will be held at the corner of Main Street and Moon Station in 2025. Vendors and customers agreed that the shade from the trees made it a good location.

6. Adjourn

Bill McNair moved to adjourn at 4:12 p.m. Kamil McElwee seconded the motion. Motion passed unanimously.

Christie Burgner



2025 Superior Plumbing Kennesaw/Big Shanty
Festival Facilities Use Permission

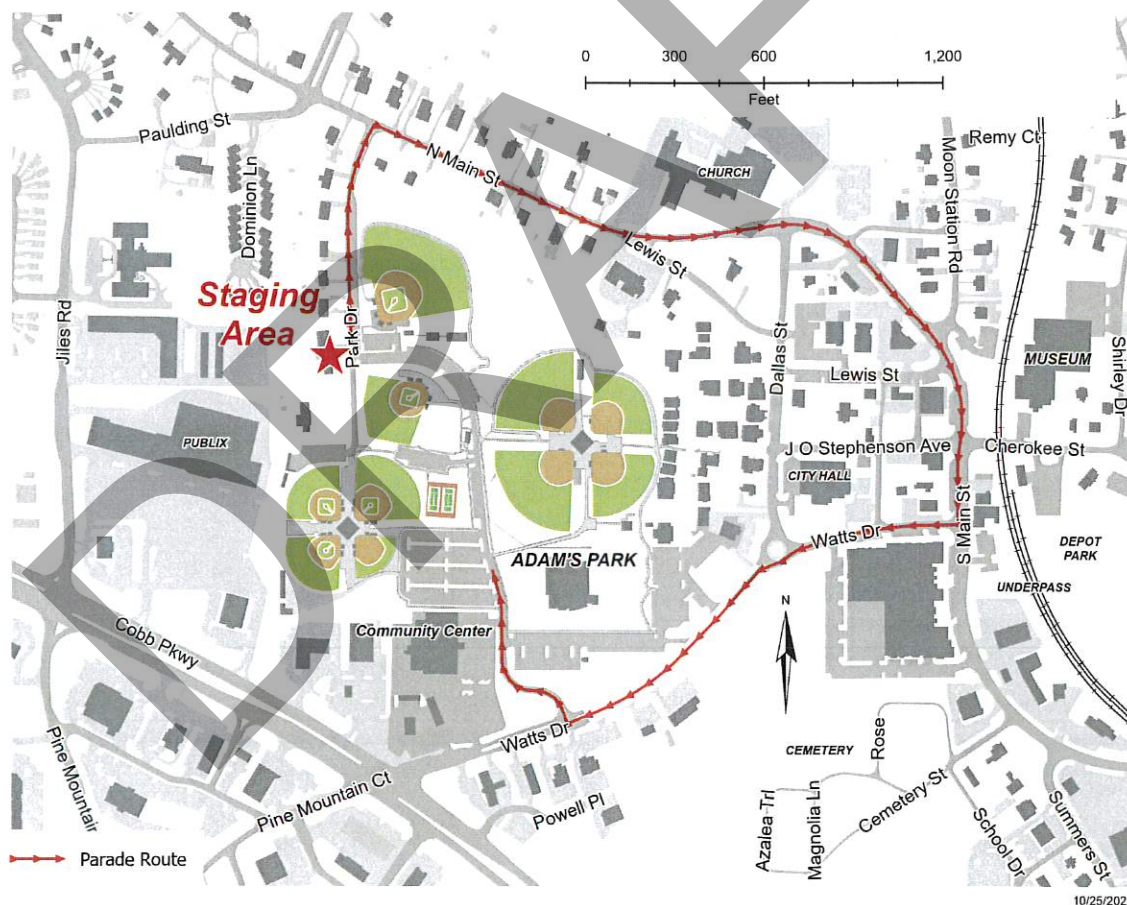
1. Use of and approval of concrete area/plaza of the amphitheater to place arts and crafts booths (no food). Use of the amphitheater for music (acoustic) and ground act entertainment (Ready-Go-Dog Show).
2. Approval to place the Cobb County stage at Main St. and Cemetery St. – across blocking Main St.
3. Use of the City Parking Lot adjacent to tunnel on Main St and the tunnel entrance/plaza off Main St. on Thursday evening April 10 – Sunday April 13.
4. General assistance and support from the Parks and Recreation, Police Department and Public Works departments during the weekend with ground maintenance, operations, and security / traffic control. Specifically:
 - Provide as many Herby Curby (96 gal) roll trash cans as possible – half on corner of Main and J.O. Stephenson and half on plaza.
 - Cut and trim grass and shrubs in downtown area.
 - Notify CSX of the event and put up temporary (orange) fencing along the tracks at appropriate locations.
 - Check all City power for integrity and function along Main St, on the plaza, Confederate Park and in front of the Museum.
 - Check all City water sources for integrity and function along Main St, on the plaza, Confederate Park and in front of the Museum.
 - Have a city electrician on call for any power issues over the weekend.
 - Provide all barricades and signage needed to block roads and re-route traffic.
 - Provide in cooperation with Police use of large vehicles to block entrances to the festival from vehicle traffic.
 - Place handicap parking signs in designated lots.
5. Removal of all vehicles from City Hall after 5:00 p.m. closing on April 11, not including the area behind the jail reserved for police vehicles.
6. Approval to use the following outdoor areas owned by the City.
 - A. City Hall Parking Lots
 - B. Springs Park and Picnic Area behind City Hall – upon availability
 - C. J.O. Stephenson Ave from Main St. to Dallas St.
 - D. Little General Cloggers Lane (except for police entrance)
 - E. Cherokee St. from the Community House to Main St.
 - F. The Museum parking lot (front side).
 - G. Main St. from Summer St. to Lewis St.

- H. Watts Dr from Dallas St to Main St.
 - a. Leaving passive lane for police from Dallas St. to Little General Cloggers Lane.
 - b. The KBA will pay for staff of the passive barricade and allow Revival on Main residence to pass and park in their facility. KBA will create a bright parking pass to be distributed to Revival on Main residence and guests. The officer will be stationed 7 a.m.– 6 p.m. on April 12 & 10 a.m.– 6 p.m. April 13.
 - I. City Parking Lot adjacent to tunnel on Main St. (Main St Food court – Friday set-up)
 - J. Tunnel entrance/plaza off Main St. – City Stage
 - K. Parking spaces on Watts Dr and Main Street are adjacent to Revival on Main.
7. Approval of street closings:
- A. Beginning Friday, April 11 at 6:00 p.m. until Sunday, April 13 at 8:00 p.m.: J.O. Stephenson Avenue from Main St. to Dallas Street and Cherokee Street from Main Street to Shirley Drive/Big Shanty Drive; Watts Drive from Dallas St. to Main St.; Lewis St. from Dallas St. to Main St.
 - B. Beginning Saturday, April 12 at 6:00 a.m. until Sunday, April 13 at 8:00 p.m.: Main Street from Summer St. to Moon Station Rd.
8. In addition to these specific requests, we again seek the general assistance and support of the City of Kennesaw as a partner with the 2025 Kennesaw/Big Shanty Festival.



2025 Superior Plumbing
Kennesaw/Big Shanty Festival Parade Route

The **parade route** will start at Adams Park – Park Dr.; right onto Main St.; right on Watts Dr., thru round-a-bout and right - back into Adams Park.





April
12 & 13

Sat., 10:00 a.m.- 6:00 p.m.
Sun., 12:00 p.m. - 5:00 p.m.

Over 150 Arts & Crafts

Delicious Festival Food
Entertainment Stage

Acoustic Music -
Main Street
Food Court

kennesawbusiness.org
or 770-423-1330

Mardi Gras Pop-up Event Summary

Purpose: Pop-up event to celebrate Mardi Gras in Downtown Kennesaw! This is an opportunity to host a quick, low-impact event for downtown residents, visitors, and stakeholders and to highlight our downtown to these groups.

Venue: Main Street Plaza (preferred) or Depot Park Parking lot (near yellow house)

City Resource needs:

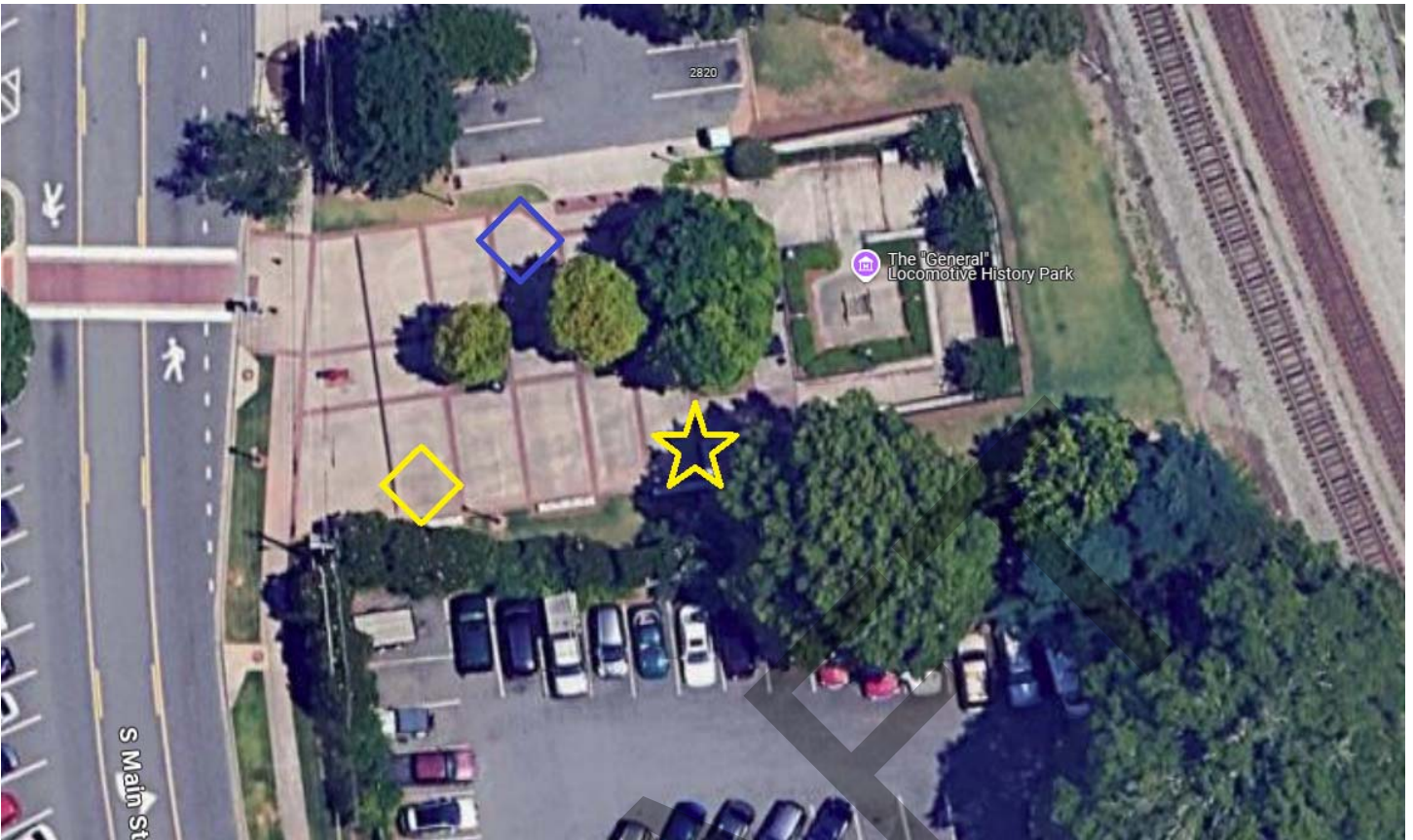
- Access to power
- 3 95-gallon trash cans; will roll these to pre-determined area for pick up at end of event
- KDDA table/chairs/tent (for Downtown promo space)
- No road closures or parking closures required
- Set up: 2 hours prior to event time; Breakdown: 1.5 hours after event end – Miranda to be onsite from start of setup to end of breakdown

Event Plan:

- Host a creole/zydeco band during the event hours to play music and create a festive atmosphere.
- Bring in a food vendor to provide a “Fat Tuesday” treat to event participants. This would either be mini-pancakes, donuts, or similar treat, and would be provided free to event participants during the posted event hours.
- Set up a tent to provide information to promote Downtown Kennesaw – social media follow cards, tabletop game to win Downtown promo items (which I have in stock), and information on upcoming City events.
- Free mardi gras beads for everyone!

Funding:

This event will be funded from Economic Development’s budget using downtown development/promotional funds.



Blue diamond: Downtown promotional tent/table

Yellow diamond: Food station

Yellow Star: Band/Music

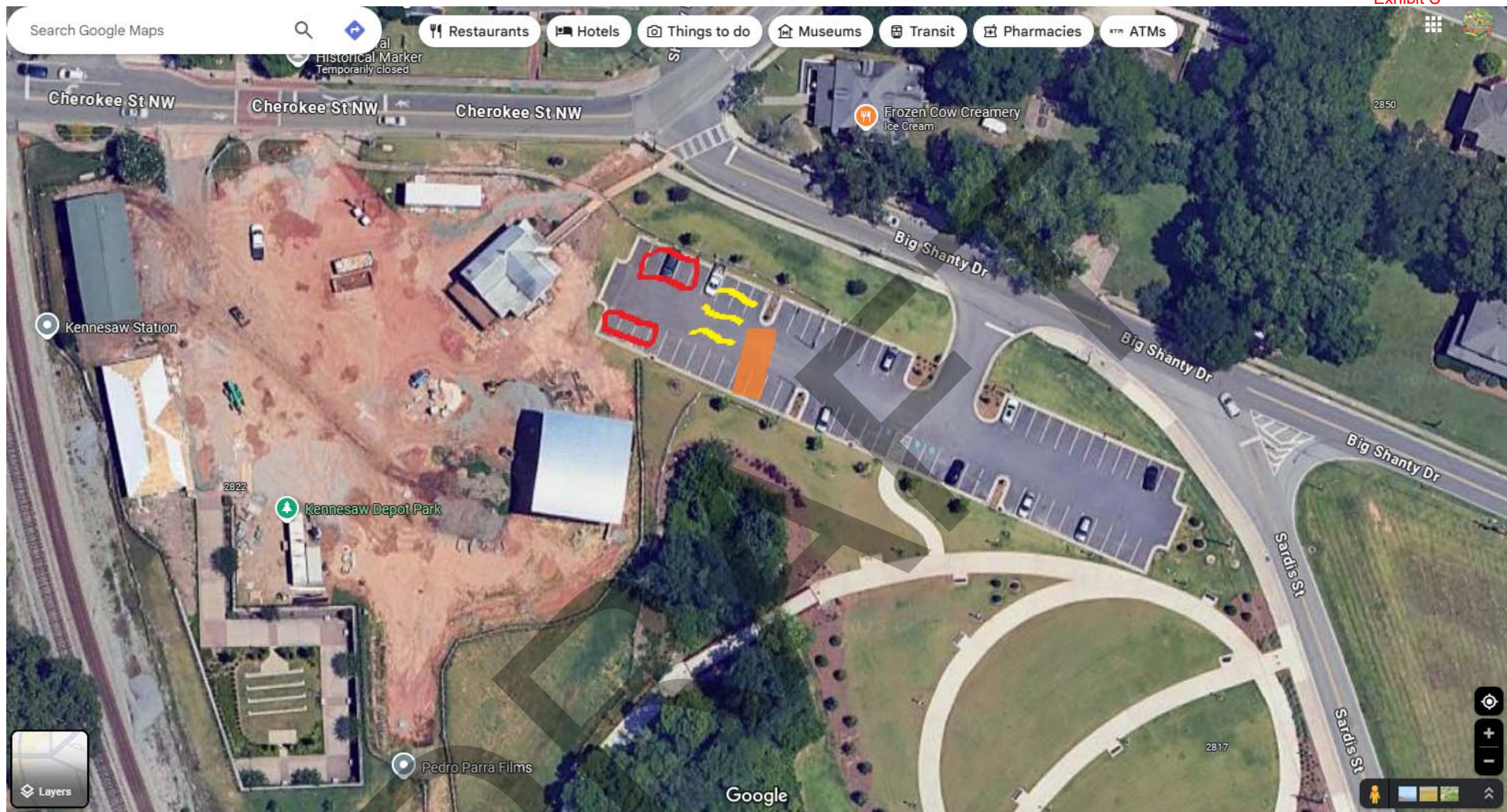
Pi Day Friday Pop-up event Summary

Pi Day (3.14) is an opportunity to host a small event to increase community engagement in Downtown Kennesaw. As a pop-up event, we will announce the event approximately 10 days in advance using the social media accounts for Downtown Kennesaw. This is intended to be a “surprise”/treat sort of event and to appeal to those who live/work in downtown Kennesaw and are here during the lunchtime hours.

I will work with a local vendor (ideally Pisano's or Vesuvio, but still working out logistics) to purchase pizzas to have on hand during the event hours. I am also reaching out to one of my farmers market vendors to offer dessert pies/slices to event participants. We'll invite community members to stop by during the posted event hours to enjoy a free slice in celebration of Pi Day. I'm also looking into having a DJ play music during the event to create a festive atmosphere.

This event will be funded through Economic Development's budget, using downtown development/promotion funds.

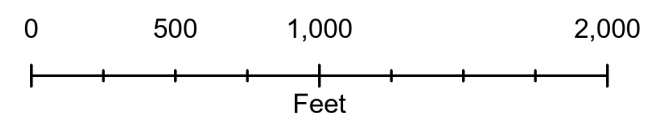
Set-up and clean-up from a staff perspective is minimal. I'm requesting Public Works to drop off 3 A-frame barricades (to close off the portion of the parking lot closest to the yellow house) and 4 96-gallon trash cans. I will also need assistance from either PW or Parks to help bring over some tables and chairs from KDDA storage to use during the event, and to then help transport those back to storage at the end of the event. I will be on-site for the duration of the event (from start of set-up to the end of clean-up). I'll ensure the area is clean before leaving and will roll the trash cans to the area pre-arranged with Public Works for pickup.



Orange line: Barricades to close portion of lot

Red boxes: Pizza and/or dessert stations

Yellow lines: table/chair setup



OLD 41 HWY

5k Route
Direction

- North
- South



RUTHLEDGE RD



CEMETERY

COBB PKWY

MAIN

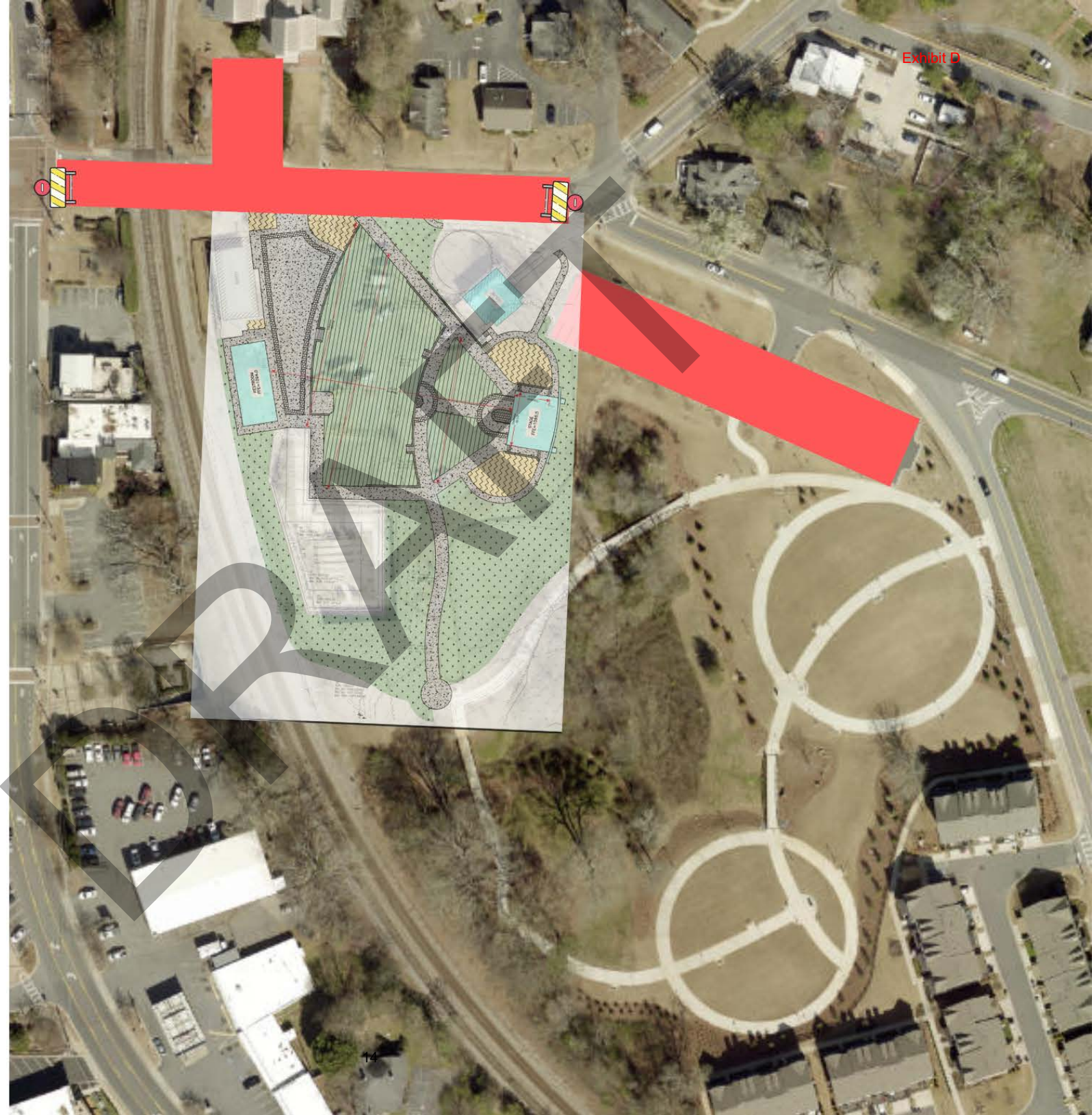
Amphitheater Events Road Closure Map



**ROAD
CLOSURE**



**EVENT
FOOTPRINT**





-  Road Closure
-  Event Footprint
-  Amphitheater

Salute to America 2025 Layout