

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

1. Call to Order / Roll Call

Chairman Marty Hughes called the meeting to order at 3:30 p.m.

Committee members present: Robbie Balenger (Building Maintenance), Rachel Mikell (Communications), Miranda Taylor (Economic Development), Scott Banks (Building Services), Bill McNair, Elizabeth Weaver & Hallie Swift (Parks), Kevin Mitchell, David Buchanan, Rick Shumpert & Joy Policarpio (Police), David Wilson & Ricky Stewart (Public Works), Vanita Keswani (Smith-Gilbert Gardens), Kamil McElwee (Southern Museum).

Guests present: Bill Watson with JRM Management, Nick Blankenship with Horned Owl, and Riley Lane with Kol Koi Pondscales.

2. Approval of the Meeting Minutes

A. Approval of the February 6, 2025, meeting minutes

Ricky Stewart moved to approve the February 6, 2025, Events Committee meeting minutes as presented. David Buchanan seconded the motion. There was no discussion. Motion was approved unanimously.

3. Announcements/ Public Comment

There was no public comment.

4. New Business

A. **November 1 - Taste of Kennesaw**

Food, music & shopping in downtown Kennesaw

Bill Watson with JRM Management presented information for the Taste of Kennesaw:

- Event will stay on Main Street and not venture into the amphitheater area.
- Road closures same as usual (map provided with application). Should be placed on March 31 Council work session.
- The county stage will be off Lewis Street and booths are expected go to Horned Owl.
- Set up October 31 with breakdown November 1.
- Insurance will be provided two months prior to the event.

Scott Banks moved to approve the Taste of Kennesaw. Elizabeth Weaver seconded the motion. There was no further discussion. Motion was approved unanimously.

B. First Friday Concert Series

Five concerts with free live music in downtown

Miranda Taylor provided information for the First Friday Concert Series:

- Concerts will be moved back to the Plaza this year.
- Kennesaw Downtown Merchants Association (KDMA) will provide tables & chairs for the concerts.
- Public Works to provide trash cans and cones for parking lot.
- Set up by KDMA on Friday morning with breakdown on Saturday instead of Sunday. Ms. Taylor introduced Riley Lane from Kol Koi and Nick Blankenship from Horned Owl, who are with the KDMA.
- This year KDMA would like to start the concerts in April, go to October and skip July.
- KDMA will hire one off-duty officer for the events.
- KDMA will provide one port-o-toilet which will be delivered on Fridays and picked up on Mondays.
- Discussion held regarding the parking lot beside the plaza. Mr. Hughes asked Ms. Taylor to coordinate with Mike Schroeder and Robert Trim regarding the parking area closure for the events. It was decided that half the lot closest to the plaza should be closed Thursday night, and the full lot should close at 2 p.m. on Friday (after the 1885 lunch rush). There should be signage in place regarding the closure.

Kevin Mitchell moved to approve the First Friday Concert Series. Ricky Stewart seconded the motion. There was no further discussion. Motion was approved unanimously.

C. May 3 - Decoration Day

Clean-up event at Kennesaw City Cemetery

Christie Burgner provided information regarding Decoration Day at the Kennesaw City Cemetery:

- May 3rd from 9am-Noon with Andrew Bramlett giving a cemetery tour at 11 a.m.
- Lewis Bramlett to provide tent, table and chairs.
- D2, water and trash cans to be provided by Public Works.

Miranda Taylor moved to approve Decoration Day. Kamil McElwee seconded the motion. There was no discussion. Motion was approved unanimously.

D. May 18 - Memorial Flag Day Placement

DAR placing flags at Kennesaw City Cemetery

Christie Burgner provided information regarding DAR's Memorial Day Poppy Placement at Kennesaw City Cemetery.

- May 18 from 2-3 p.m.
- Daughters of the American Revolution will be placing poppies on veterans'

graves in the cemetery.

- DAR members will be in attendance - this is a private event.
- No city services are required.

Scott Banks moved to approve the Memorial Day Poppy Placement event. Robbie Balenger seconded the motion. There was no discussion. Motion was approved unanimously.

E. August 15-16 - Pigs & Peaches

BBQ festival and competition in downtown

Elizabeth Weaver provided information regarding the Pigs & Peaches Festival:

- The festival will be held downtown utilizing Depot Park with performances at the amphitheater.
- All vendors will be on Main Street.
- Approximately 50 contestants are expected to participate and will be located at Adams Park. Shuttles will be provided for the contestants/teams as they are not allowed to use golf carts. Entry opens in May for the contest; Parks should know in June how many teams there will be.
- There will be no fireworks.
- Mr. Hughes asked Ms. Weaver to ensure Main Street vendors are aware of the date, road closure times, etc.
- The police department will be borrowing barricades from Kennesaw State University.
- Further discussion held regarding road closures and barricade placement for the event's new set up. Road closures should be placed on the March 31 council work session.

Kevin Mitchell moved to approve Pigs & Peaches Festival at new location. Miranda Taylor seconded the motion. There was no further discussion. Motion was approved unanimously.

F. Saturday Night Kick Off

College Football Viewing at United Bankshares Amphitheater

Elizabeth Weaver provided information for Saturday Night Kick Off:

- College football night games will be shown at the amphitheater. Games will be chosen approximately six weeks before events. Schedule will remain fluid as games will be chosen based on who is playing in the evening and how well the teams are doing.
- Mr. Hughes advised to keep in contact with Communications as it seems these will be last-minute posts.
- Cherokee Street will be closed for food trucks approximately two hours before start of game to midnight.
- The plan is to stream two to three games this year. Possibly start later in the fall when it is darker in the evening.

- Games will be streamed (ESPN). Buchanan advised to do testing with the streaming aspect at the amphitheater, as the wi-fi has been questionable in the past.

David Buchanan moved to approve the new event with dates/times not yet set. Miranda Taylor seconded the motion. There was no further discussion. Motion was passed unanimously.

G. Movie Series

Movie viewing at United Bankshares Amphitheater

Elizabeth Weaver provided information for the agenda item:

- The amphitheater will be used to view holiday movies.
- Cherokee Street will be closed for these events.
- October 25 is set to be a B-rated horror movie.
- November 15 is set to be a feel-good family movie.
- December 10 - movie unknown as yet. It will be on a Wednesday instead of the weekend. Possibly have boutique shops set up on Cherokee Street.

Miranda Taylor moved to approve the Movie Series. Vanita Keswani seconded the motion. There was no further discussion. Motion was approved unanimously.

5. Old Business

Marty Hughes advised that the Public Work's March electronics recycling event has been canceled.

David Buchanan advised that the April 26 drug take-back event will be held at the Plaza since the entrance to City Hall is under construction. He will give a full report at the April Events Committee meeting.

Bill McNair thanked everyone involved with the Touch-a-Truck event on March 1st and noted the fantastic effort by David Buchanan.

6. Adjourn

Bill McNair moved to adjourn the meeting at 4:08 p.m. Scott Banks seconded the motion. There was no discussion. Motion passed unanimously.