

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

1. Call to Order / Roll Call

Chair Marty Hughes called the meeting to order at 3:30 p.m. Committee members present: Anna Trapp & Marty Hughes (City Manager), Rachel Mikell (Communications), Miranda Taylor (Economic Development), Bill McNair (Parks), Kevin Mitchell & David Buchanan (Police), Ricky Stewart & David Wilson (Public Works), Vanita Keswani (Smith-Gilbert Gardens), Lea Alvarez (City Clerk) and Robbie Balenger (Facilities).

2. Approval of the Meeting Minutes

Dave Wilson moved to approve the June 5, 2025, Events Committee meeting minutes. David Buchanan seconded the motion. There was no discussion. Motion was approved unanimously.

3. Announcements/ Public Comment

4. Old Business

A. 1885 - Grill Kennesaw Social

Monthly public social event hosted by 1885 - Grill.

Miranda Taylor provided an update regarding the previously discussed recurring social event hosted by 1885 Grill. It was noted that no application had been submitted for the July event, as had been requested during the June Events Committee meeting.

Taylor clarified that the purpose of the application was solely to request formal approval for partial closure of the City-owned parking lot adjacent to 1885 Grill. She noted that 1885 Grill will use their own supplies and equipment to close off the designated area and is not requesting any additional resources or materials from the City.

The event is scheduled to take place on the second Wednesday of each month. Taylor advised that when submitted, the application should cover all remaining dates through the end of the 2025 calendar year. Should continued use be needed in 2026, a separate application would be required at that time.

The Committee held a brief discussion regarding the Master Fee Schedule. It was noted that the current schedule includes a per parking stall fee for filming, as well as a separate fee for road closures. In light of the recurring nature of the 1885 Grill social event and its request to use public parking spaces, Vice-Chair Stewart recommended that the City review the Master Fee Schedule to determine the appropriate application of fees specific for this event.

Following discussion, it was agreed that the Committee would permit 1885 Grill to proceed with a one-time closure of half the parking lot for the upcoming event, despite the absence of a formal application.

Kevin Mitchell made a motion to approve the one-time parking lot closure for the upcoming event, next week, with the condition that this would be the final approval granted without a formal application. All future events hosted by 1885 Grill requiring any City involvement or public space use must submit a formal application for consideration. Ricky Stewart seconded the motion. The motion was approved unanimously. The Committee held a brief discussion regarding the Master Fee Schedule. It was noted that the current schedule includes a designated parking space closure fee for filming, as well as a separate fee for road closures. Vice-Chair Stewart recommended that the City review the Master Fee Schedule to ensure clarity and consistency in how fees are applied to recurring public events, such as the 1885 Grill social series.

5. New Business

A. October 24 - 26, 2025 - Life in the Cemetery Walking Tour

The Kennesaw Cemetery Preservation Commission will host October tours with actors portraying historic Kennesaw residents.

Lea Alvarez representing the Cemetery Preservation Commission, provided information regarding the annual Life in the Cemetery event. The event is scheduled to take place October 23–26, 2025, from 6:00 p.m. to 9:00 p.m. each evening.

It was noted that the Commission is not requesting any City resources or logistical support for the event, aside from assistance with marketing and promotion through the City's established communication channels.

Kevin Buchanan made a motion to approve the Life in the Cemetery event. Ricky Stewart seconded the motion. The motion was approved unanimously.

B. September 20, 2025 - Bells Across America

The Bells Across America event will celebrate the U.S. Constitution with a history presentation, bell ringers, and a 4 PM bell toll by the Baptist Church.

Lea Alvares presented a new event request on behalf of the Daughters of the American Revolution (DAR) for their Bells Across America ceremony in honor of Constitution Week. The event is scheduled for Saturday, September 20, 2025, from 3:00 p.m. to 4:20 p.m., and will take place in the Main Street Plaza near the entrance to the pedestrian underpass.

It was noted that this event will take place on the same day as the Kennesaw Concert Series at Depot Park. DAR representatives confirmed they are aware their event may overlap with concert setup and have committed to concluding all activities by 4:30 p.m. Bill McNair confirmed that Kennesaw Parks & Recreation is aware of the group's sound

system needs.

The DAR also requested the reservation of three adjacent parking spaces for loading and unloading purposes. Event will begin at approximately 3:00 p.m., with the ceremonial bell ringing scheduled for 4:00 p.m.

Bill McNair made a motion to approve the event as presented. Kevin Mitchell seconded the motion. The motion was approved unanimously.

C. October 25, 2025 - Candy Crawl - Updated Request

Downtown Kennesaw Trick-or-Treating & Family Festival will offer kid-friendly activities, treats, and festive fun.

An update was provided on the previously tabled Candy Crawl event, traditionally hosted by the Kennesaw Downtown Merchants Association (KDMA). The Committee was informed that the KDMA is requesting to move the event from Friday, October 24, 2025, to Saturday, October 25, 2025, citing lighter traffic conditions as the primary reason. The event is also intended to partner with Kennesaw Parks & Recreation's planned movie screening.

KDMA is requesting the closure of Main Street for safety. Miranda Taylor noted that if full road closure is not permitted, participants would still need to cross Main Street, which would require officers for pedestrian safety.

Kevin Mitchell raised concerns regarding the impact on the Kennesaw Police Department for the road closure and the event overall, particularly in light of existing staffing needs for the Nightmare on Main race and the Parks & Recreation movie scheduled that evening. He stated that the event on October 25 would place a significant burden on available resources and expressed discomfort moving forward with the event under those circumstances.

Marty Hughes suggested either keeping the event on Friday, October 24, or moving it to Saturday, October 18. Kevin Mitchell reminded the Committee that *Fall-O-Ween* is scheduled for October 18, which could present logistical challenges. In response, Bill McNair shared that Parks & Recreation is considering combining *Fall-O-Ween* and *Candy Crawl*, with the addition of a movie to enhance the experience. He noted, however, that more internal discussion is needed.

Marty Hughes also proposed that the event proceed without a road closure, with the festival footprint based in Depot Park and trick-or-treating coordinated with Downtown businesses. Robbie Balenger suggested moving the entire festival to Depot Park to simplify logistics. Miranda Taylor clarified that, even without a road closure, crosswalk coverage by officers would still be needed to ensure pedestrian safety. She confirmed that, as in previous years, KDMA will cover the cost of hiring a police officer for the event.

David Buchanan suggested that marketing efforts clearly direct families to use the designated pedestrian crossing at 1885 Grill for safe street access. Dave Wilson expressed concern about the workload associated with safely managing even a single crosswalk, emphasizing that it would still require coordination and staffing support from the Public Works Department to ensure safe passage for attendees.

Following the discussion, Kevin Mitchell made a motion to postpone the event, games, festivities, and movie night to October 18, 2025, with activities to be held in Depot Park to the August meeting. As part of this adjustment, Downtown trick-or-treating will also take place on October 18, with trick-or-treating remaining along Main Street. Marty Hughes clarified that the event would operate with limited crosswalk access and would not require a full road closure. A contingency of the motion was that an updated event application reflecting the revised date, layout, and logistics be submitted prior to final confirmation. Miranda Taylor will follow up with the Kennesaw Downtown Merchants Association to ensure coordination and next steps. Ricky Stewart seconded the motion. The motion was approved unanimously.

6. Adjourn

Miranda Taylor moved to adjourn at 4:00 p.m. Robbie Balenger seconded the motion. Motion passed unanimously.

Rachel Mikell