



**Events Committee
Meeting Agenda
April 4, 2024 3:30 PM
City Hall Training Room**

The Committee includes members of every department impacted by a special event, and will meet to discuss event scheduling, staffing, and budgeting. This is so that departments can coordinate their efforts, enhance communication, determine publicity requirements, anticipate issues, and address concerns. The Committee will also make recommendations for event improvement to facilitate maximum benefit to Kennesaw citizens and visitors.

Representatives are from the following departments/organizations: Building Services; Building Maintenance; City Manager; Communications; Economic Development; Kennesaw Downtown Development Authority; Parks & Recreation; Police; Public Works; Smith-Gilbert Gardens; Southern Museum. Each entity has one vote.

If a citizen needs special accommodations to attend or participate in a meeting, please contact the Committee Chair at least 24 hours in advance of the specific meeting.

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

- 1. Call to Order / Roll Call**
- 2. Approval of the Meeting Minutes**
 - A. Approval of the February 1, 2024 meeting minutes.
- 3. Announcements/ Public Comment**
- 4. Old Business**
- 5. New Business**
 - A. 2024 Decoration Day: Sponsored by the Cemetery Preservation Commission.
 - B. 2024 National Night Out: Sponsored by the Kennesaw Police Department.
 - C. Electronic Recycling Event: Simple Electronics Recycling, Sponsored by Kennesaw Public Works Department

D. 2024 Amphitheater Concert Series and Road Closures

E. Review and Discuss Upcoming Events.

6. Adjourn



Events Committee
Draft Meeting Minutes
Thursday, February 1, 2024, 3:30 PM | City Hall Training Room

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 3:31 pm.
 - a. Committee members present: Parks & Recreation (Mara Clauson, Kayla Trubey, Brittani Farmer) Police (David Buchannan, Kevin Mitchell, Ricky Shumpert) Public Works (Ricky Stewart, Dave Wilson); City Manager (James Friedrich); Communications (Becca Graham, Rachel Mikell); Building & Construction (Not Present); Building Maintenance (Robbie Balenger), Economic Development (Miranda Taylor); Smith-Gilbert Gardens (Vanita Keswani); Southern Museum (Jon Sexton).
 - b. Guests:
 - i. Andrew & Lewis Bramlett on behalf of the Kennesaw Historic Preservation Committee and Daryl Simmons as City staff liaison
 - ii. Bill Watson on behalf of Big Shanty Festival and Taste of Kennesaw
 - iii. Tanyel Aviles on behalf of the 2024 Kennesaw Regional Job Fair
- I. Approval of Minutes**
 - a. December meeting minutes were reviewed. Kevin Mitchell made a motion to approve as presented. Robbie Balenger seconded and the motion passed unanimously.
- II. Announcements/Public Comment**
 - a. New Communication & Engagement Marketing Form is live and will be sent out for anyone that has marketing needs from the Communication & Engagement Department
- III. Old Business**
 - a. None
- IV. New Business**
 - a. 2024 Big Shanty Festival and Taste of Kennesaw: Kennesaw Business Association
 - i. Big Shanty Festival:
 - Date & Times: Saturday, April 20th 10 AM – 6 PM, Sunday, April 21st 12 – 5 PM

- Same layout as 2023
 - a. Friday 5 PM set up begins
 - b. As we get closer, evaluate the space needed on Cherokee Street
 - c. Road closure request will be the same as last year – need to go to Mayor & Council for approval no later than March 18th
 - d. Event clean up to begin at 5 PM Sunday
 - e. Banners put up by Public Works 1 month prior to
- ii. Taste of Kennesaw:
 - Date: Saturday, November 2
 - Time: 11 AM – 6 PM
 - May want to use the amphitheater, Depot Park, Cherokee Street and Museum Parking lot – may still use Main – will determine early summer
 - Set up Friday, November 1st beginning at 11:00 PM
 - Clean up Saturday, November 2nd 6:00 PM - Midnight
 - Road closures may change if they use Depot Park, could wait until early summer once they determine the layout
- iii. Robbie Balenger made a motion to approve both events as presented, seconded by Kevin Mitchell and the motion passed unanimously.
- b. Downtown Walking Tour: Atlanta Preservation Center, Sponsored by the Kennesaw Historic Preservation Commission
 - i. Date: Saturday, April 13th
 - ii. Time: 10:00 – 11:00 AM
 - iii. Similar to the event put on by the Kennesaw Historic Preservation Commission last year
 - iv. Meet behind City Hall at the Spring, around half a mile walk
 - v. Communication & Engagement team will need to know if there are any sponsor requirements or proper phrasing for partnership with the Atlanta Preservation Center
 - vi. Registration ticketed 15 – 25 people through the Atlanta Preservation Center Eventbrite
 - vii. Miranda Taylor made a motion to approve as presented, seconded by Mara Clauson and the motion passed unanimously.
- c. 2024 Main Street Cruise-In Car Show: Sponsored by the Kennesaw Police Department
 - i. Date: Saturday, May 4
 - ii. Time: 9 AM – 1 PM
 - iii. Location: Kennesaw First Baptist
 - iv. Similar set up to last year
 - v. Benefit Special Olympics of Georgia
 - vi. Robbie Balenger made a motion to approve as presented, seconded by Ricky Shumpert and the motion passed unanimously.
- d. 2024 Kennesaw Regional Job Fair: Sponsored by the Kennesaw Economic Development Department
 - i. Date: Tuesday, May 21st
 - ii. Time: 1:00 – 5:00 PM
 - iii. Location: Recreation Center
 - iv. 50 businesses last year, shooting for 100 businesses
 - v. Needs:
 - Advertising
 - Use of banner poles at Adams Park at the beginning of May
 - vi. David Buchannan made a motion to approve the event as presented, seconded by Miranda Taylor and the motion passed unanimously.
- e. Discuss 2024 Beer & Wine Festival
 - i. Partner – Atlanta Beer Festival & KDDA
 - ii. Looking to rebrand and move it to the fall
 - Drinks at the Depot new name
 - iii. Date: Saturday, September 28th
 - iv. Time: 1:00 – 5:00 PM

- v. Set up similar to last year, potentially using some of the Depot side
- vi. Needs: Barricades to close the parking lot, water
- vii. 4 hired police officers
- viii. Ricky Stewart made a motion to approve the event as presented, seconded by Ricky Shumpert and the motion passed unanimously.
- f. Review and Discuss Upcoming Events Review February – April 2024 Calendar of Events
 - i. Parks & Recreation
 - February
 - a. Valentines Dance Party – Saturday, February 3rd from 6:00 – 9:00 PM at the Ben Robertson Community Center
 - b. Black History Bowl Championships – Saturday, February 10th from 9:00 AM – 5:00 PM at the Ben Robertson Community Center
 - c. For the Love of Pickleball – Wednesday, February 14th from 9:00 AM – 9:00 PM at the Recreation Center
 - d. Camp Venture: Winter Break Camp – Monday, February 19th – Friday, February 23rd from 9:00 AM – 4:00 PM in Adams Park
 - March
 - a. Touch-A- Truck and Summer Camp Expo – Saturday, March 2nd from 10:00 AM – 2:00 PM in Adams Park
 - b. Senior Luncheon – Wednesday, March 6th from 10:00 AM – 1:00 PM at the Ben Robertson Community Center
 - c. Bunny Breakfast – Saturday, March 23rd from 8:00 – 11:30 AM at the Ben Robertson Community Center
 - April
 - a. Camp Venture: Spring Break Camp – Monday, April 1st – Friday, April 5th from 9:00 AM – 4:00 PM in Adams Park
 - b. Spring Youth Volleyball Season Opener – Saturday, April 13th at the Recreation Center
 - c. Life Rolls On – Saturday, April 27th from 9:00 AM – 2:00 PM at the skatepark at Swift-Cantrell Park
 - ii. Southern Museum
 - February
 - a. Mommy & Me will take place on Thursdays from 9:30 AM – 12:30 PM February 1st, 8th, 15th, 22nd & 29th
 - b. Adult Speaker Series - 1:00 – 2:00 PM on Saturday, February 10th
 - c. Homeschool Workshop - 10:00 AM – 1:00 PM on Wednesday, February 14th
 - d. Stay & Play – 9:30 AM – 12:30 PM on Saturday, February 24th
 - e. Sensory Friendly Afternoon – 2:00 – 5:00 PM on Tuesday, February 27th
 - f. Education Table: The Role of African Americans in US Military – Saturday, February 3rd from 9:30 AM – 5:00 PM
 - g. Education Table: Roles of African Americans in the Railroad Industry – Saturday, February 17th from 9:30 AM – 5:00 PM
 - h. Southern Spirits – Friday, February 9th from 6:00 – 9:00 PM
 - March
 - a. Mommy & Me will take place on Thursdays from 9:30 AM – 12:30 PM March 7th, 14th, 21st & 28th
 - b. Adult Speaker Series - 1:00 – 2:00 PM on Saturday, March 9th
 - c. Homeschool Workshop - 10:00 AM – 1:00 PM on Wednesday, March 13th
 - d. Women's History Celebration – 9:30 AM – 5:00 PM on Saturday, March 23rd
 - e. Stay & Play – 9:30 AM – 12:30 PM on Saturday, March 23rd
 - f. Sensory Friendly Afternoon – 2:00 – 5:00 PM on Tuesday, March 26th

- April
 - a. Mommy & Me will take place on Thursdays from 9:30 AM – 12:30 PM April 4th, 11th, 18th, 25th
 - b. Homeschool Workshop - 10:00 AM – 1:00 PM on Wednesday, April 10th
 - c. Adult Speaker Series: Excavation of Hickory Log – 1:00 – 2:00 PM on Saturday, April 13th
 - d. Stay & Play – 9:30 AM – 12:30 PM on Saturday, April 27th
 - e. Sensory Friendly Afternoon – 2:00 – 5:00 PM on Tuesday, April 30th

iii. Gardens

- February
 - a. Dog Days at the Gardens will be on Saturdays from 9:00 AM – 4:00 PM: February 3rd, 10th, 17th, 24th
 - b. Forest Bathing – 11:00 AM – 12:30 PM on Saturday, February 3
 - c. Gentle Flow Yoga will be on Wednesdays from 10:00 – 11:00 AM: February 7th, 14th, 21st, 28th
 - d. Nature Explorers for Homeschool - 12:30 – 1:45 PM on Wednesday, February 7th & 21st
 - e. Trail Tales – 10:00 – 11:00 AM on Saturday, February 10th
 - f. New Member Mingle – 11:30 AM – 12:30 PM on Saturday, February 10th
 - g. Community Volunteer Day – 9:00 AM – 12:00 PM on Monday, February 12th
 - h. Great Backyard Bird Count – 9:00 AM – 4:00 PM Friday, February 16th & Saturday, February 17th
- March
 - a. Dog Days at the Gardens will be on Saturdays from 9:00 AM – 4:00 PM: March 2nd, 9th, 16th, 23rd & 30th
 - b. Garden Learning Series – 10:00 – 11:30 AM on Saturday, March 2nd
 - c. Photography Workshop – 10:00 AM – 12:30 PM on Saturday, March 2nd
 - d. Gentle Flow Yoga will be on Wednesdays from 10:00 – 11:00 AM: March 6th, 13th, 20th, 27th
 - e. Nature Explorers for Homeschool - 12:30 – 1:45 PM on Wednesday, March 6th & 20th
 - f. Explore Yoga – 10:00 – 11:00 AM on Saturday, March 9th
 - g. Adult Acrylic Workshop – 10:00 AM – 3:00 PM on Saturday, March 9th
 - h. Member Mingle – 11:00 AM – 12:00 PM on Saturday, March 9th
 - i. Pranayama: Breathing Vital Energy – 10:00 – 11:00 AM on Saturday, March 16th
 - j. Meditation – 11:00 AM – 12:30 PM on Saturday, March 16th
 - k. Community Volunteer Day – 9:00 AM – 12:00 PM on Monday, March 18th
 - l. Art Blooms Begins on Saturday, March 23rd from 10:00 AM – 2:00 PM
 - m. KSU Test Session- Opossum and the Season Stone – 9:30 AM – 12:30 PM on Friday, March 29th
 - n. Forest Bathing – 11:00 AM – 12:30 PM on Saturday, March 30th
- April
 - a. Dog Days at the Gardens will be on Saturdays from 9:00 AM – 4:00 PM: April 6th, 13th, 20th & 27th
 - b. Nature Explorers for Homeschool - 12:30 – 1:45 PM on Wednesday, April 3rd & 17th
 - c. Bonsai Study Group – 9:00 AM – 4:00 PM on Saturday, April 13th
 - d. KSU Public Audience Test Session – 10:30 AM – 12:00 PM on Saturday, April 13th
 - e. Adult Acrylic Workshop – 10:00 AM – 3:00 PM on Saturday, April 20th
 - f. Community Volunteer Day – 9:00 AM – 12:00 PM on Monday, April 22nd
 - g. Annual Plant Sale – 8:00 AM – 12:00 PM on Saturday, April 27th

iv. Economic Development

- Looking to host a downtown visioning session and will add to the calendar

v. Police

- February
 - a. Taco Time with KPD – 6:00 – 8:00 PM at the Ben Robertson Community Center
 - b. Polar Plunge – Special Olympics Georgia – 8:00 AM – 12:00 PM at Acworth Beach
- March
 - a. Child Safety Seat Inspection Event – Saturday, March 23rd 10:00 AM – 2:00 PM in Adams Park

vi. Public Works

- Working to schedule recycling day. Will add once a date is set.

- V. Adjourn** – With no further business, James Friedrich made a motion to adjourn, seconded by Ricky Stewart and the motion passed unanimously. The meeting adjourned at 3:56 pm.



Item Report

TO:

FROM:

DATE: April 4, 2024

TITLE: 2024 Amphitheater Concert Series and Road Closures

Summary:

June 14 & September 14

The following road closures support the concert series at The Piedmont Bank Amphitheater at Depot Park on the following dates; Friday, June 14, Saturday, September 14:

- Cherokee St. will be closed from Big Shanty Dr. to Main St. 4:00 – 11:00 PM
- The Depot Park parking lot will be closed

Event Timeline

- 4:30 PM Vendor/Sponsor Load In Begins
- 5:30 PM Vendor/Sponsor Load In Ends
- 6:00 PM Event Begins
- 10:00 PM Event Ends

November 9

The following road closures support the concert series at The Piedmont Bank Amphitheater at Depot Park on Saturday, November 9:

- Cherokee St. will be closed from Big Shanty Dr. to Main St. 11:00 AM – 7:00 PM
- The Depot Park parking lot will be closed

Event Timeline

- 11:30 PM Vendor/Sponsor Load In Begins

- 12:30 PM Vendor/Sponsor Load In Ends
- 1:00 PM Event Begins
- 5:00 PM Event Ends

Recommendation:

Fiscal Impact:

Attachments:

1. Amphitheater Events Road Closure Map

Amphitheater Events Road Closure Map



**ROAD
CLOSURE**



**EVENT
FOOTPRINT**

