

MINUTES
GEORGIA'S ROME OFFICE OF TOURISM
February 23, 2022
Rome Area History Center

CALL TO ORDER/INTRODUCTIONS

Mandy Maloney called the meeting to order at 12noon

Members present: Larry Arrington, Paula Blaylock, Harry Brock, Mike Burnes, Sarah Cargle, Jamie Doss, Vickie Hill, Chris Kozelle, Aundi Lesley, Mandy Maloney, Penny Miller, Gay Nichols, Elaine Price, Sammy Rich, Rhonda Wallace. Staff present: Lisa Smith, Ann Hortman, Kristi Kent, Doug Walker, Deise Gomez

Absent: Curt Burch, Erin Elrod, Jamie McCord, Connie Sams, Rhonda Wallace

Also in attendance – Meredith Ulmer, Assistant City Manager; Amy Dawkins, Floyd County

APPROVAL OF MINUTES

The November minutes were emailed to the Board. There were no additions or corrections. Motion to approve made by Mike Burnes. Second by Larry Arrington. Unanimously approved by the board.

APPROVAL OF FINANCIALS

The November & December financials were presented to the Board for approval. Motion to accept made by Sarah Cargle. Second by Mike Burnes. Unanimously approved by the board.

ACTIVITY REPORT

The Activity reports for November and December were presented to the board. Motion to approve by Elaine Price, Second by Mike Burnes.

OLD BUSINESS:

None.

NEW BUSINESS:

2021 Annual Report was presented to the board. Events we touched had an estimated economic impact of \$19,088,253 on our community.

2020 Economic Impact numbers from the state vary from previous years. GDEcD is using a new firm to collect data, and they offer a more comprehensive report. The 5 year view of visitor spending follows the same patterns. Total impact of travel and tourism in

Rome and Floyd County for 2020 was \$109.3 million, supporting 1,345 jobs and state/local tax revenues of \$8.1 million.

Upcoming Events – Rome Art Experiences (unique crafts for the family) and RAHC events for the year including March 10 – HOB presents SPI, stargazing at the clocktower, March 19 book signing (book on Frankie Welch designs) and Spring Art Market

Ann – reminded everyone of the upcoming USTA Southern Tennis on Campus tournament and the international professional wheelchair tennis tournament, and more tennis, Berry Half Marathon.

Lisa - CDM and Pickleball court conversion downtown - rebranded as Downtown Racquet Center. CDM matching funds to convert courts currently underway. Completion by the end of next week! Currently looking for tournaments to host.

Kristi - Trail rebranding – partnering with TRED, branding across the county. Steering committee meeting over 4 months to create branding standard. Working with PATH. Inventory of trails complete.

Professional soccer update – still looking for a home. 18 home games. Not Barron Stadium at this time. Indoor soccer league to start at Forum. Fairfield Inn grand opening this Friday at noon.

OPEN DISCUSSION

CITY – Sammy Rich, Jamie Doss – housing boom for 2022!!

COUNTY – Amy Dawkins – elections office moving to the health department

CAVE SPRING – Curt Burch (absent)

DDA – Aundi Lesley – purchased 110 Broad for business incubator working with community development – student art contest going on. Summer concert series close to announcement.

Doug – special invite to come out to the tennis center next week!

No further business, meeting was adjourned at 1:01pm.

Respectfully submitted,
Ann Hortman
Secretary

Next meeting:
Wednesday, March 23, Rome Area History Center at 11:45am