

Georgia's Rome

OFFICE OF TOURISM

BOARD MEETING

March 23, 2022

Rome Area History Center

CALL TO ORDER/INTRODUCTIONS

12:01pm

Mandy Maloney

Members present: Paula Blaylock, Harry Brock, Mike Burnes, Sarah Cargle, Jamie Doss, Chris Kozelle, Aundi Lesley, Mandy Maloney, Penny Miller, Gay Nichols, Elaine Price, Sammy Rich, Pam Powers-Smith, Erin Elrod

Staff present: Lisa Smith, Ann Hortman, Deise Gomez, Doug Walker, Jody Jones, Selena Tilly

Absent: Larry Arrington, Curt Burch, Jamie McCord, Rhonda Wallace, Vickie Hill

Also in attendance: Randy Quick, Rome City Commission; Allison Watters, Floyd County Commission for Rhonda Wallace

Lunch provided by The Sharp Sickle – Brittney Riley who gave a brief overview of the store and their mission

GUEST SPEAKERS

Colt Gaston, General Manager
Rome Tennis Center at Berry College &
Downtown Racquet Center

Colt gave provided the board with updates at both tennis centers, and shared CDM's vision and expectations – customer service, professionalism, solution based. Maximizing the experience at the tennis facility. Pickleball! Renovated downtown center with financial partnership with CDM. Went from 6 courts to 18 and adding more to make a total of 25 (includes a stadium court!) Six pickleball tournaments on the schedule with GA Pickleball Association.

Jody Jones
Hospitality Association of Rome/Floyd
County

Jody gave an overview of the Hospitality Association and what it does for the tourism office and subsequently, the community. The tourism office matches dollar for dollar to attract and keep events in Rome.

APPROVAL OF MINUTES

Ann Hortman

February meeting minutes were sent to the board for review. No changes, corrections or additions. Motion made by Mike Burnes, Second by Sarah Cargle. Motion approved unanimously.

APPROVAL OF FINANCIALS

Ann Hortman

January/February 2022 financials were emailed to the board for review.

Motion made by Elaine Price to approve; seconded by Chris Kozelle. Unanimously approved.

ACTIVITY REPORT

Ann Hortman

January/February 2022 activity reports were emailed to the board for review. No discussion.

Motion made by Sarah Cargle to approve. Second by Mike Burnes. Motion approved unanimously.

OLD BUSINESS:

None

NEW BUSINESS:

Staff Reports

Lisa: Tennis recap; thanks to Colt

Ann: Recap ITF Wheelchair; ACC TENNIS volunteers needed

Selena: April full of events, shout out to Jody for art experiences!

OPEN DISCUSSION

CITY – Sammy Rich, Jamie Doss - thanks to Colt for doing a great job at the tennis centers!!

COUNTY – Jamie McCord – Erin Elrod – no report

CAVE SPRING – Curt Burch - absent

CHAMBER – Pam Powers-Smith – thanks to Harry for representing well! Annual meeting is May 19 brunch. Business after hours picking up. Revisit gift card program. Work force Ready!

DDA – Aundi Lesley – During Jan/Feb, 5 new businesses opened, 1 existing that moved downtown, and 2 expansions, 40 downtown development professionals in town next week. April Loft tours (need one more). Annual arts fest May 7; collaborating with Public Works – repainting light poles, Wayfinding signage, etc.... Downtown is sprucing up!

Lisa made a special presentation to Chris Kozelle as outgoing board chairman – thanking her for her service!

ADJOURNMENT – 1:00p Mike Burnes made motion to adjourn

Respectfully submitted,
Ann Hortman
Secretary

NEXT MEETING – April 27, 2022
11:45am-1:00pm
Rome Area History Center

Mission Statement of Georgia's Rome Office of Tourism: *“To strengthen the economic prosperity of the community through tourism development while delivering unrivaled southern hospitality and providing the visitor a memorable experience.”*