

# Minutes

## City of North Augusta Accommodations Tax Committee

### Thursday May 14 2020

#### 9:00am

#### NA Crowne Plaza / Zoom Call

#### **In attendance:**

**John Felak** (Chair) Lookaway Inn **Mary Ann Bigger** *zoom call* NA Arts and Heritage  
**Havird Usry** Fat Mans/ Sno Cap **Brandon Greene** GreenJackets  
**David Sulak** Crowne Plaza **Suzanne Fanning** Pink Dipper  
**Trish Beam** *absent* Holiday Inn Express

Others in attendance were; Terra Carroll with NA Chamber, Jeremy Jiunnies representing Game Plan Sports, and Rick Meyer with NAPRT. Participating via zoom were; Patrick Cansfield with American Junior Golf Association, Avery Spears with North Augusta Forward, Jen with Palmetto Peach State Run, and George Claussen with Friends with Benefits.

The meeting was called to order.

Patrick Cansfield presented his application via zoom. The AJGA is hosting a tournament September 11-13 at Mount Vintage. Teams (ages 12-18) are represented from 5 different countries. All college golf coaches will attend. This event will bring overnight stays to North Augusta.

Next Avery Spears presented her application, via zoom, for public restrooms on the Greenway in NA sponsored by the Friends of the Greenway group. Looking forward for growth, this could potentially produce overnight stays with the intentions in visiting the Greenway.

Jen from Palmetto Peach State Run then talked about their application via zoom. Typically they have 1500 registrations from around 26 states and 179 cities. This event will be held November 28, 2020.

George Claussen was next on the zoom call with his application for funds for an amphitheater concert. They would like to bring in a nationally known act and have a concert in the new riverfront amphitheater. If everything opens up, due to COVID-19, they would like to have the concert in August. Since these funds do not have to be spent until June 2021, the date is not locked down. The funds would help the total cost of the event and everything that goes into running a show.

That concluded the calls via zoom.

Terra Carroll with North Augusta Chamber's application for a new NA Map and Lifestyle magazine. This would go to Ft. Gordon, schools, real estate agents, hospitals, and visitor centers.

Rick Meyer then presented his application for the Jack O Lantern Jubilee. NAPRT is unsure about the outcome of the festival this year due to COVID-19. They are asking for \$35,000 to match for the event.

NAPRT is also asking for funds for a new stage for the city. This will be used at all different events. Typically NAPRT rents a stage every year for \$10,000. This would easily pay for itself.

The last presenter was Jeremy Jiunnies representing Game Plan Sports for the Nike Peach Jam. The Peach Jam is the longest running single site Nike event. Game Plan Sports runs the tournament through organizing contact with the players, coaches, vendors, media, college coaches, NCAA, and other entities of the event. To keep the Peach Jam in North Augusta, Game Plan Sports and NA need to maintain a healthy relationship. Other venues pay them to come to their location. Game Plan sports is asking for \$10,000 to maintain the Peach Jam in North Augusta. These funds will be paid before the event to ensure the event success. Meaning if the Peach Jam does not happen this year, these funds would still be spent before June 2021 for the July 2021 Peach Jam.

This was the end of the presentations.

The committee decided to reschedule for another meeting time to hear the NA Arts and Heritage application and give the recommendations for the allocation of the funds.

Meeting concluded.

<b>Project Name</b>	<b>Organization</b>	<b>Amount Requested</b>	<b>Allocated Amount</b>
Vaughn Taylor Championship	Patrick Cansfield/ American Junior Golf Association	\$25,000	
Frog Restroom	NA Forward/ Avery Spears	\$17,900	
Palmetto Peach State Run	NA Forward/ Avery Spears	\$10,500	
River Amphitheater Concert	FWB Fund Inc / Lisa Taylor	\$75,000	
North Augusta Map/ Lifestyle	NA Chamber/ Terra Carroll	\$6,000	
Jack O Lantern Jubilee	NAPRT/ Rick Meyer	\$35,000	
Mobile Stage	NAPRT/ Rick Meyer	\$65,000	
Peach Jam	Van Johnson/ Game Plan Sports	\$10,000	
Connection with 2 <sup>nd</sup> Floor Gallery	Arts & Heritage / Mary Ann Bigger	\$30,000	
<b>TOTAL:</b>			\$70,147.37

**\$70,147.37 to allocate out by application process**