

**CLAYTON COUNTY TOURISM AUTHORITY
BOARD MEETING
THURSDAY, AUGUST 10, 2023**

MINUTES

I. CALL TO ORDER:

Chairman Damon T. Williams called the meeting to order at 4:56 p.m. Beth Bailey conducted the roll call.

II. ROLL CALL:

Attendee Name	Title	Status
Damon T. Williams	Chairman	Present
Miyoshi Bourget	Board Member	Present
Lynda Browning	Vice Chair	Present
Myla Chapman	Board Member	Absent
Tonya Clarke	Board Member	Present
Germain Duncan	Board Member	Absent
Gabe Johnson	Board Member	Present via Zoom

Staff: Tamara Patridge, Executive Director; Beth Bailey, Finance & Administration Manager

III. ADOPTION OF AGENDA/CONSENT AGENDA

CONSENT AGENDA

MINUTES

1. June 2023 Work Session
2. June 2023 Regular Session

FINANCIAL REPORT

1. May and June 2023
 - a. Tourism Authority
 - b. Convention & Visitors Bureau

END OF CONSENT AGENDA

Motion to approve, Tonya Clarke; second, Lynda Browning. Unanimous approval.

IV. OLD BUSINESS

1. FY23 Tourism Grants
 - a. Grant Awardee Check Presentations with photos

V. NEW BUSINESS

1. Black Restaurant Week Debrief

- a. Ms. Patridge reported on the inaugural Clayton County Black Restaurant Week, June 19-25, 2023. There were 45 participating restaurants which included 24 restaurants that had not previously participated in Clayton County Restaurant Week in June. Staff made personal visits to each of the restaurants to continue to build relationships and maintain lines of communication that allow management to be aware of any concerns or challenges the restaurants may be experiencing.
- b. Restaurants reported offer redemptions from 5 to more than 200. Restaurants realizing the most activity from redemptions included Eggs Up Grill in Morrow, Wings On Wheat in Jonesboro, Moreau's Oven in Lovejoy, The B Spot in Morrow, and April's Sweet Shop in Jonesboro.
- c. Feedback from restaurant owners/managers revealed that patrons visited multiple restaurants throughout the week to take advantage of multiple deals.
- d. Ms. Patridge reported comments from social media followers revealed that the event created awareness for businesses in the county and that social media followers remarked that they planned to support not only during restaurant week but throughout the year. Much sentiment arose around appreciation for a list of black -owned businesses that the community and visitors could support.
- e. Local Clayton County business, 85 South Studios, sent film crews throughout the community to interview management and patrons at 12 Clayton County black-owned restaurants during the week of the event to capture footage for creation of a video to promote the June 2024 Clayton County Black Restaurant Week event.
- f. Member Browning commented that the Women of Clayton County would like to support the restaurants that participated in Black Restaurant Week by hosting their monthly Thirsty Thursday events at these locations. Ms. Patridge replied with gratitude for that effort and remarked that the event was created to be more than just a week of promotion. One of the goals of the event is to create awareness so that organizations with catering needs would have the opportunity to support our community and pass along additional connections to generate revenue for the county's overall economic development efforts.
- g. Ms. Browning offered kudos to the staff of the Clayton County CVB for the extensive marketing and social media activity for the weeks leading up to the event, remarking that it was well executed and inspiring.
- h. Ms. Patridge reported that on Friday afternoon of Black Restaurant Week she received a call from journalist/reporter Valencia Williams with the CW Atlanta network who was interested in writing and airing a story on the event. Ms. Patridge was able to make contact with a local restaurant owner to set up an interview with the owners and its patrons. The news clip was aired for the board to view.
- i. Ms. Browning congratulated the CVB staff for organizing the media coverage and for creating the event. Member Clarke remarked that she has not seen any positive press for our Clayton County restaurants and that she was proud of the leadership and support the CVB is providing for the restaurant industry, and hopes this activity will attract other businesses to Clayton County.

2. Clayton County Restaurant Week Reminder
 - a. Ms. Patridge reminded members that Clayton County Restaurant Week would be held October 16-22, 2023, and that staff will be working over the next 2 months to organize the event. Ms. Patridge encouraged each member to spread the word throughout their networks and to offer their support to Clayton County restaurants throughout the designated week by paying them a visit to thank them for their commitment to Clayton County.
3. Jonesboro Arts Festival and Art Walk Update
 - a. Ms. Browning provided an update on the Jonesboro Arts Festival, originally scheduled for Labor Day weekend 2023. The Festival has been postponed until Labor Day weekend 2024 to allow for additional outreach for unique and careful selection of artists to ensure a resoundingly successful inaugural event.
 - b. The monthly Art Walks will continue, with the next on August 18th with a theme of "The 70s," which will include a kids' chalk walk, tie-dye activities, a book giveaway, and entertainment.
 - c. Ms. Browning thanked the Tourism Authority for their continued support for the event.

VI. PUBLIC COMMENT AND GENERAL DISCUSSION

None

VII. EXECUTIVE SESSION

No matters of real estate, legal, or personnel for discussion.

VIII. MOTION TO ADJOURN

1. Motion Tonya Clarke; second Gabe Johnson; unanimous approval.
2. Meeting ended at 5:39 p.m.