



Work Session Agenda
Thursday, January 27, 2022, 9:00 AM
Administration Building, Boardroom (3rd Floor)
300 Henry Ward Way, Gainesville, GA 30501
Mayor or Mayor Pro Tem Presides

DEPARTMENT ISSUES

Tourism	Tourism Update for 4th Quarter 2021	Robyn Lynch
----------------	-------------------------------------	-------------

CITY MANAGER ISSUES

Resolution: Intergovernmental Agreement with Hall County Regarding Highlands to Islands Trail Improvements In and Around Roosevelt Square	Angela Sheppard
---	-----------------

MAYOR/COUNCIL ISSUES

Ex-Officio Report(s) Appointments: Friends of the Parks Board	Sam Couvillon
--	---------------

CITY ATTORNEY ISSUES

CITY CLERK ISSUES

EXECUTIVE SESSION

ADJOURNMENT

Final: Tuesday, January 25, 2022, 10:19 AM



CITY OF GAINESVILLE

WORKSESSIONREQUEST

Date Submitted: 1/24/2022
Presenter: Robyn Lynch
Item of Business: Tourism Update for 4th Quarter 2021
Meeting Date: 1/27/2022

Purpose of Request:

To inform the elected officials of 4th quarter activities and statistics as well as upcoming events.

History/Background:

Facts & Issues for Consideration:

Department Recommendation:

N/A.

Department Director:

Robyn Lynch

If funding is involved, are funds approved within the current budget?

No

Amount Requested:

Source of Funds:

Finance Comments:

Administrative Comments:

ATTACHMENTS:

Description	Type
☐ 4th Quarter 2021 Tourism Update	Powerpoint Presentation



CONVENTION &
VISITORS BUREAU

UPDATE AND LOOKING AHEAD



4th QUARTER EVENTS & ECONOMIC IMPACT

- SHRM Conference/Meeting
- CPI Meeting
- Integrity Foods
- Private Wedding at LLOP
- Longstreet Employee event at LLOP
- Trick or Treat on the Square
- Mule Camp Festival
- Gainesville Chicken Festival
- Jingle Mingle
- Small Business Saturday
- Bourbon Brothers Concert
- Amp Kids Event
- Swim Across America
- GA Bass Federation Tournament
- GAHS Fishing Tournament
- Christmas on Green Street
- Petit LeMans **

29,345

ATTENDEES

\$

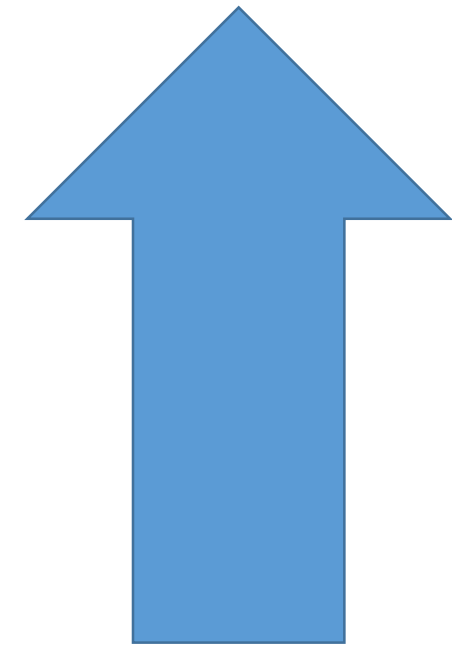
\$1,125,000

820

ROOM NIGHTS



HOTEL/MOTEL STATS FOR 4th QUARTER





MARKETING HIGHLIGHTS

Rowing Spring Break Campaign

- Gainesville's Crew is READY FOR YOU
- Retain, attract and grow Spring Break Training
- Pop Up Post Card Mailer
- Email Campaign
- Social Media Campaign
- Advertisement in Rowing News

RESULTS - 14 rowing teams training at LLOP after 21 months of 0 teams

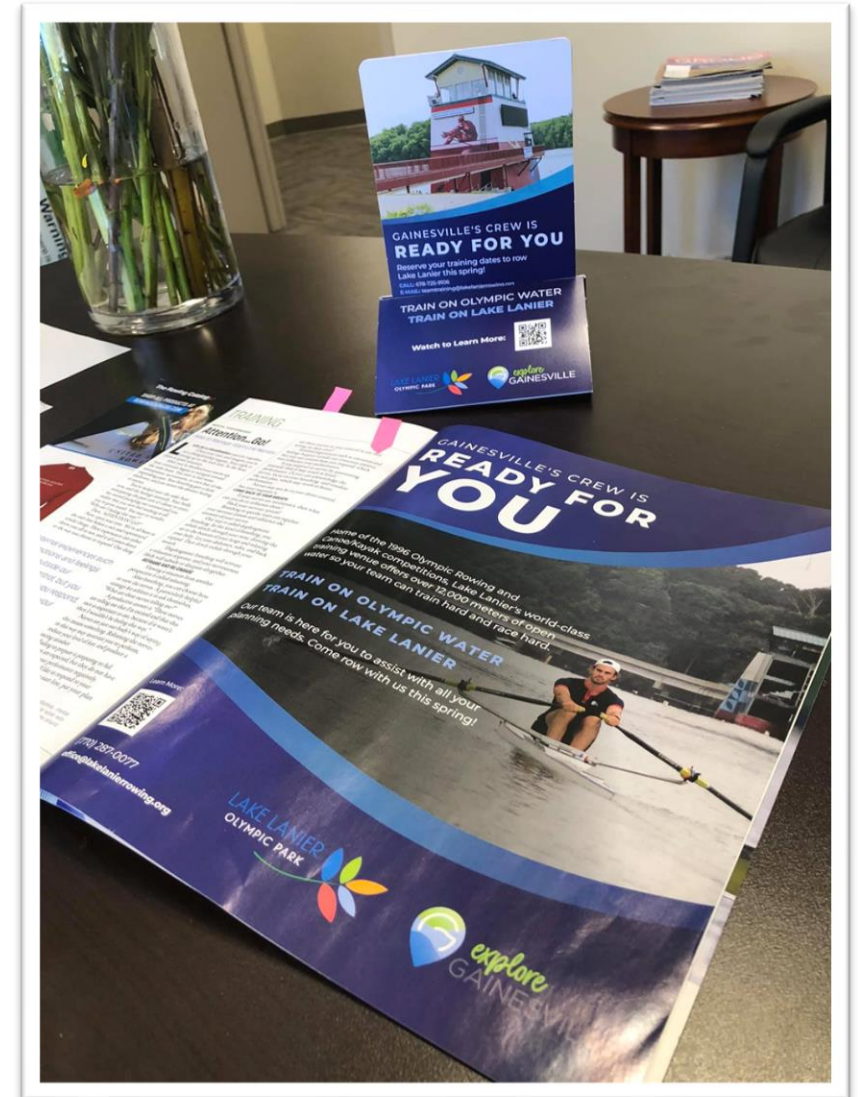
Social Media

Christmas on Green Street 2021:

54.4K cumulative FB post reach, 12.5K cumulative likes AND live video was viewed 11.6k times

Jingle Mingle 2021:

63.2K cumulative FB post reach, 1661 cumulative likes



SHRM Conference Meeting

- Collaboration with HR department director to host this state wide meeting
- CVB arranged meeting space, assisted with catering needs and after-hours event at LLOP
- Showcasing LLOP as an ideal location for corporate meetings/retreats



Community Planning Institute

- Collaboration with Planning Department and DCA
- CVB arranged meeting at Carrol Daniel, food/catering, bus/tour and hotel block
- Gainesville is an ideal location for small to mid-size meetings

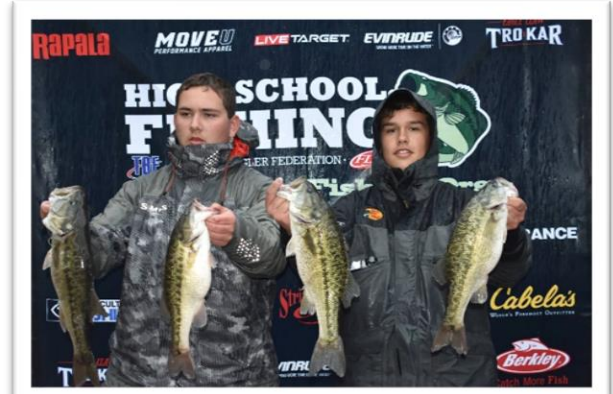


GA Bass Federation Tournament

- 2 day tournament plus practice days leading up to tournament
- 130 room nights
- Impact of \$50K

GHS Fishing Tournament

- 90 High School teams
- 900 attending-High schoolers bring families!
- 220+ room nights
- Impact of \$180K



MAIN STREET

Mule Camp Market Festival

- Estimated 10K in attendance
- New location on Midtown Greenway

Trick or Treat on the Square

- Even with inclement weather turnout was over 750
- Huge business participation

Jingle Mingle

- 2500 + attendees
- Addition of SNOW this year
- Merchandise booth was a HIT!

Christmas On Green Street

- Parade is back!
- Estimated 10K attended





LAKE LANIER OLYMPIC PARK



Lake Lanier Olympic Park Foundation Capital Campaign kicked off August 7th and has raised \$850,000 to date

Traffic Counts

- Total Was 123,008
- 2021 traffic count increased by 9,328 from 2020
- The busiest month was June with 17,374

Gainesville Chicken Festival

- Estimated 3,000 attendance
- First time at LLOP
- Nearly 7K in chicken cooked and consumed in one day!
- Save the Date- Oct 22, 2022



Swim Across America

- 400 athletes competing
- 390 room nights
- 200K impact
- LLOP is an ideal location





GREATER GAINESVILLE SPORTS ALLIANCE



SOMETHING NEW IN '22!

Discover sporting activities, camps, classes, sports clubs and facilities in our community at the
**GREATER GAINESVILLE
SPORTS FEST**



- NCAA Division II Women's Golf National Championships
- Greater Gainesville Sports Fest
- John Ferriss Lanier Sprints Regatta



LOOKING AHEAD

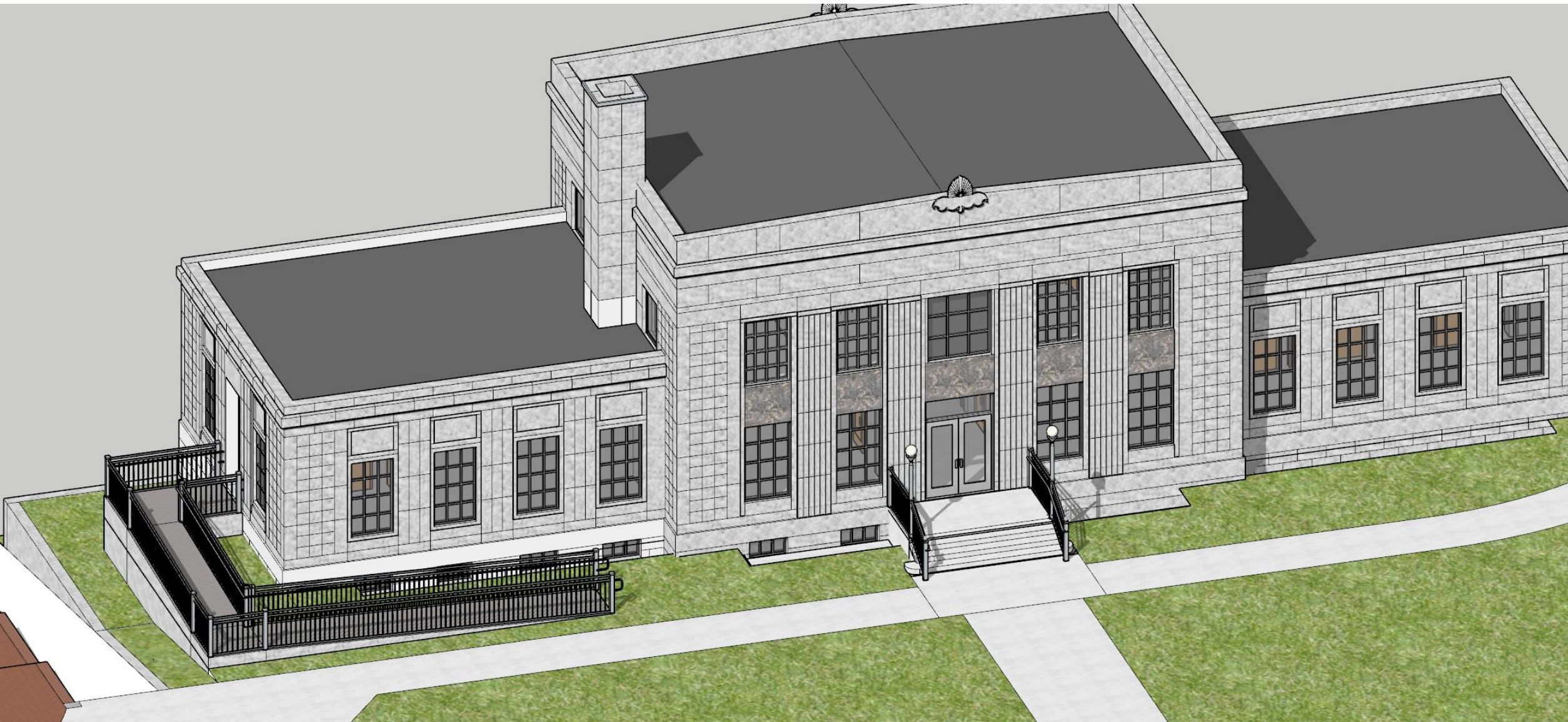
February 5/6	LSA Soccer Shootout
February 26	Georgia Foothills Volleyball
February 26	FLW Bulldog Fishing
March 11	Food Truck Friday
March 12	Greater Gainesville Sports Fest
March 18/19	Georgia Bass Nation Kayak Fishing
March 26	John Ferriss Regatta
March 26	Mutts on Main
Feb-March	Spring Break Rowing Training at LLOP

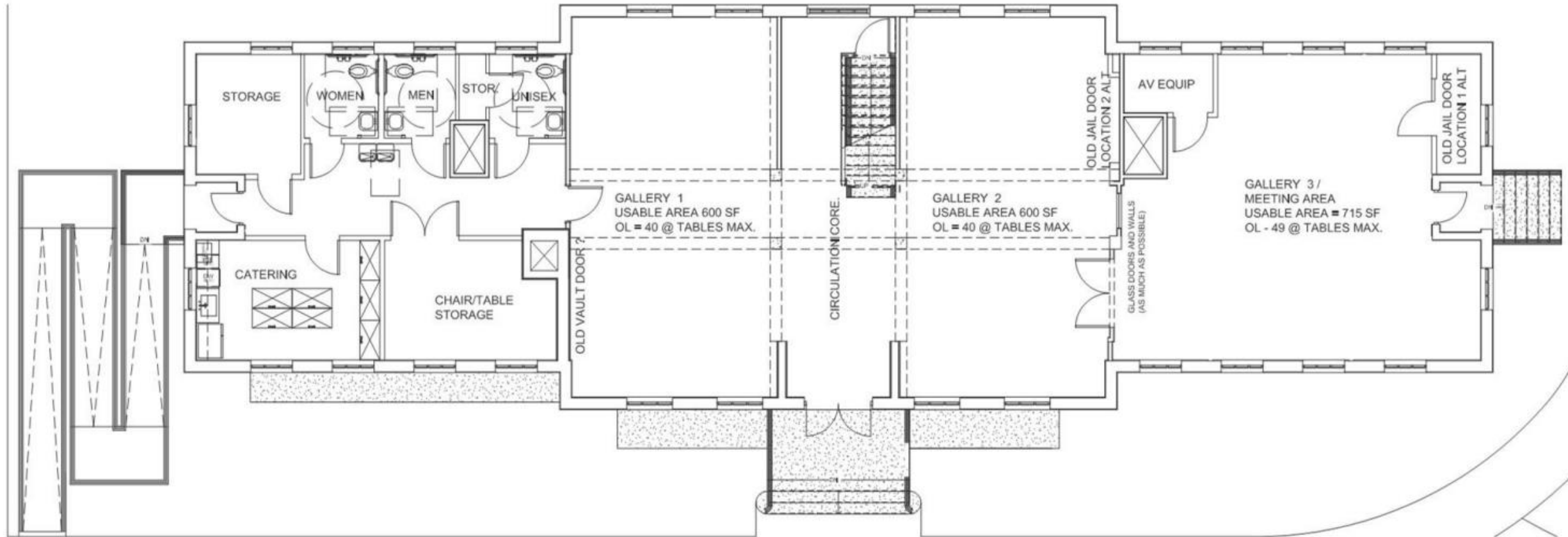




SPECIAL PROJECTS

- Historic City Hall
 - Advisory Committee Meetings
 - Initial Design Phase Complete
 - Construction Documents and Estimate Pricing in progress
- Green Street Park
 - Advisory Committee Meetings
 - Internal Design Phase Complete
 - Architectural Design in progress

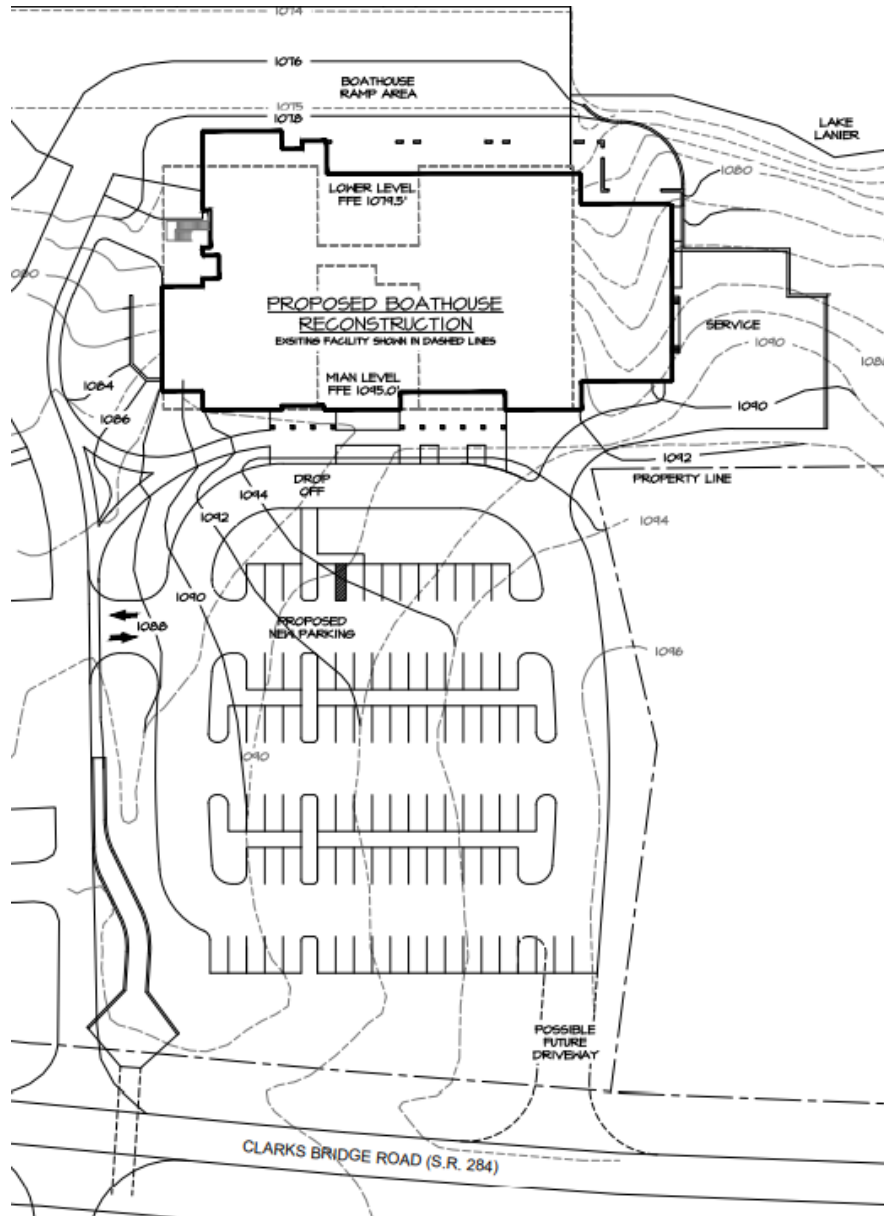






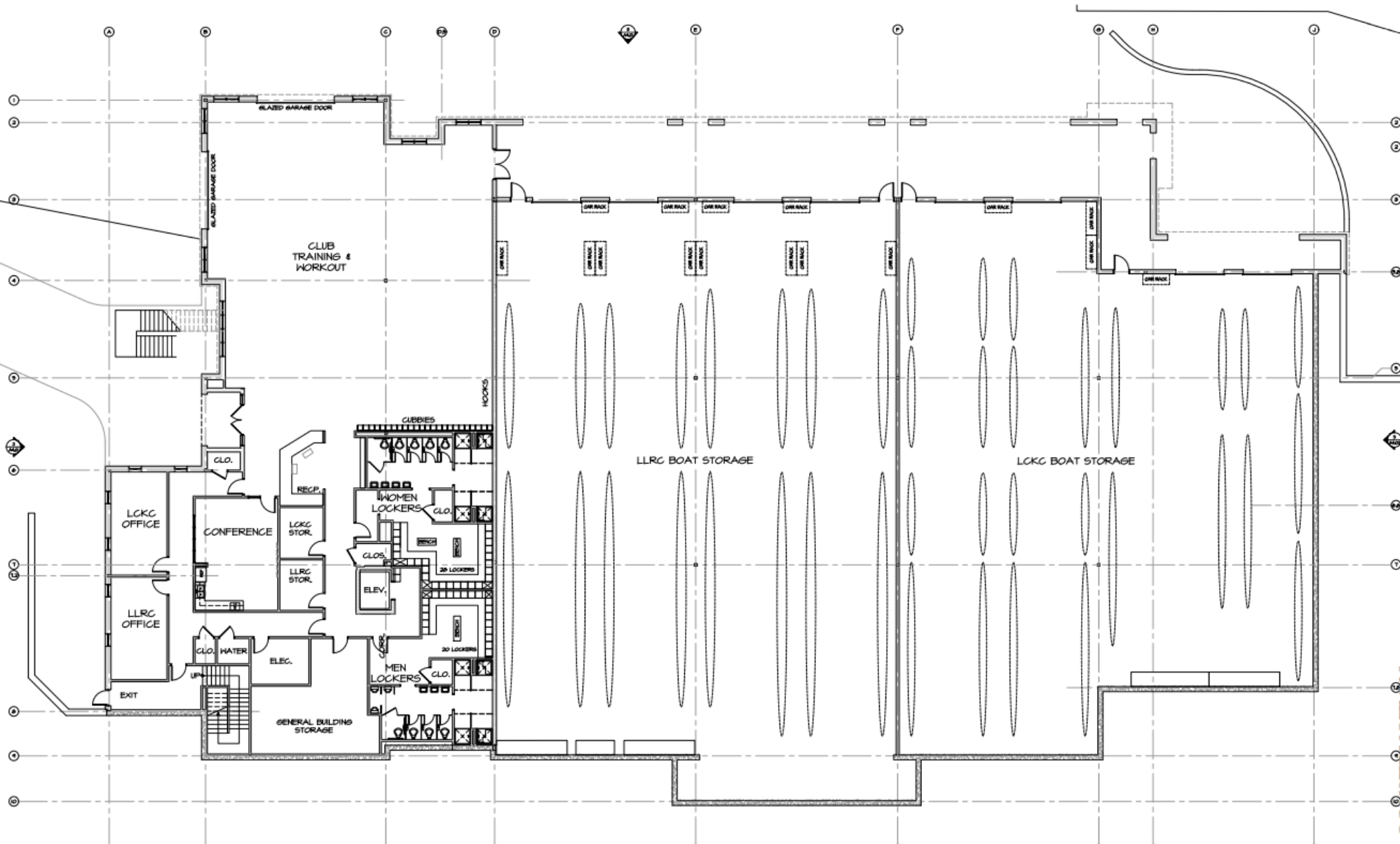
- The Boathouse

- New equipment building completed
- Relocation of Clubs and LLOP Storage in progress
- Sewer – Pump Station design plans close to completion
- Final construction documents in progress and scheduled to be delivered to CDC on February 15
- Ground Breaking April 2022



Features

- Additional paved lot with 92 parking spaces
- Building raised 4 feet to eliminate flooding concerns
- Designed to blend into the residential and natural environment
- Covered entrance for visitor drop off/pick up
- Service entrance for catering, bands, other vendors



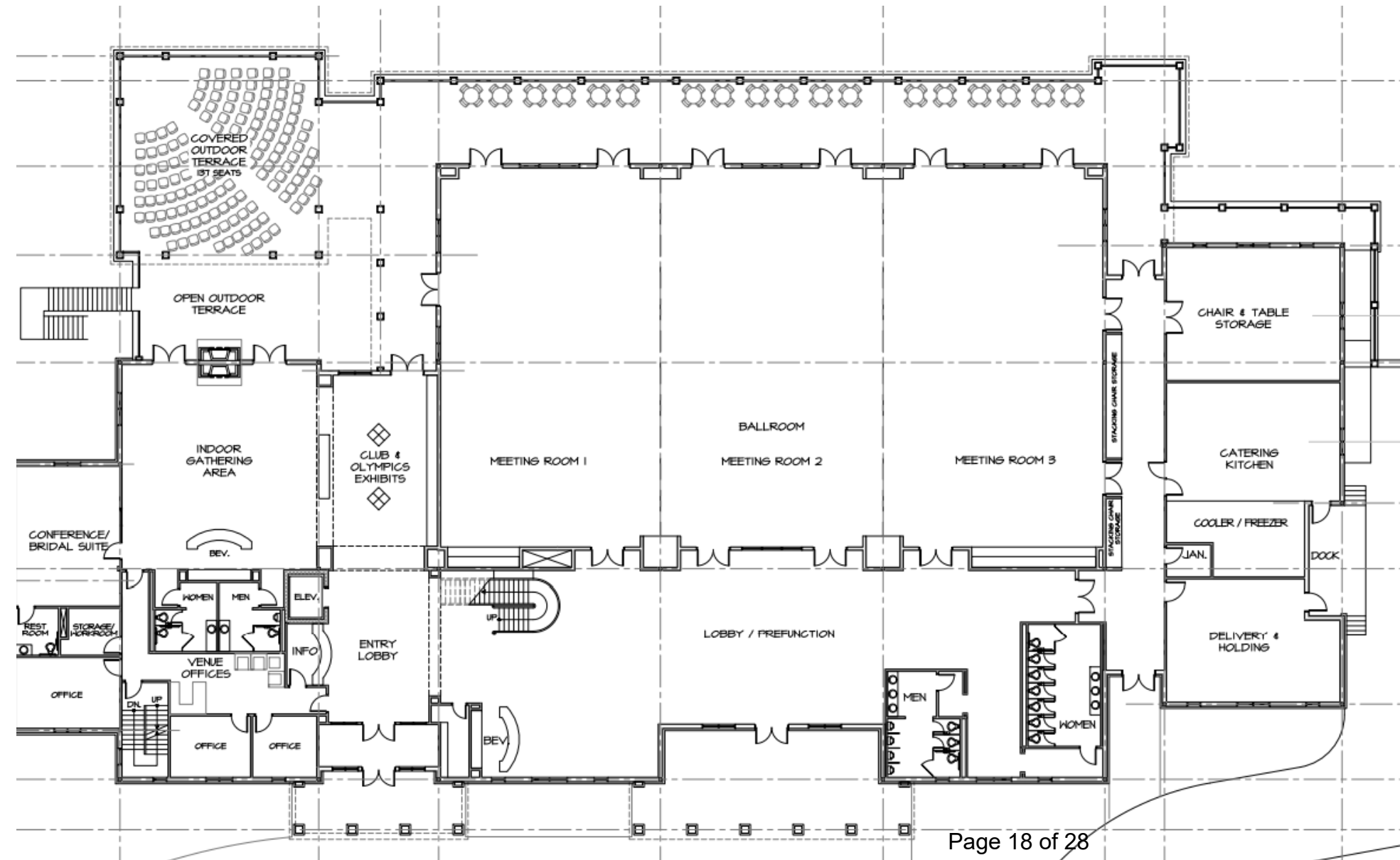
Features:

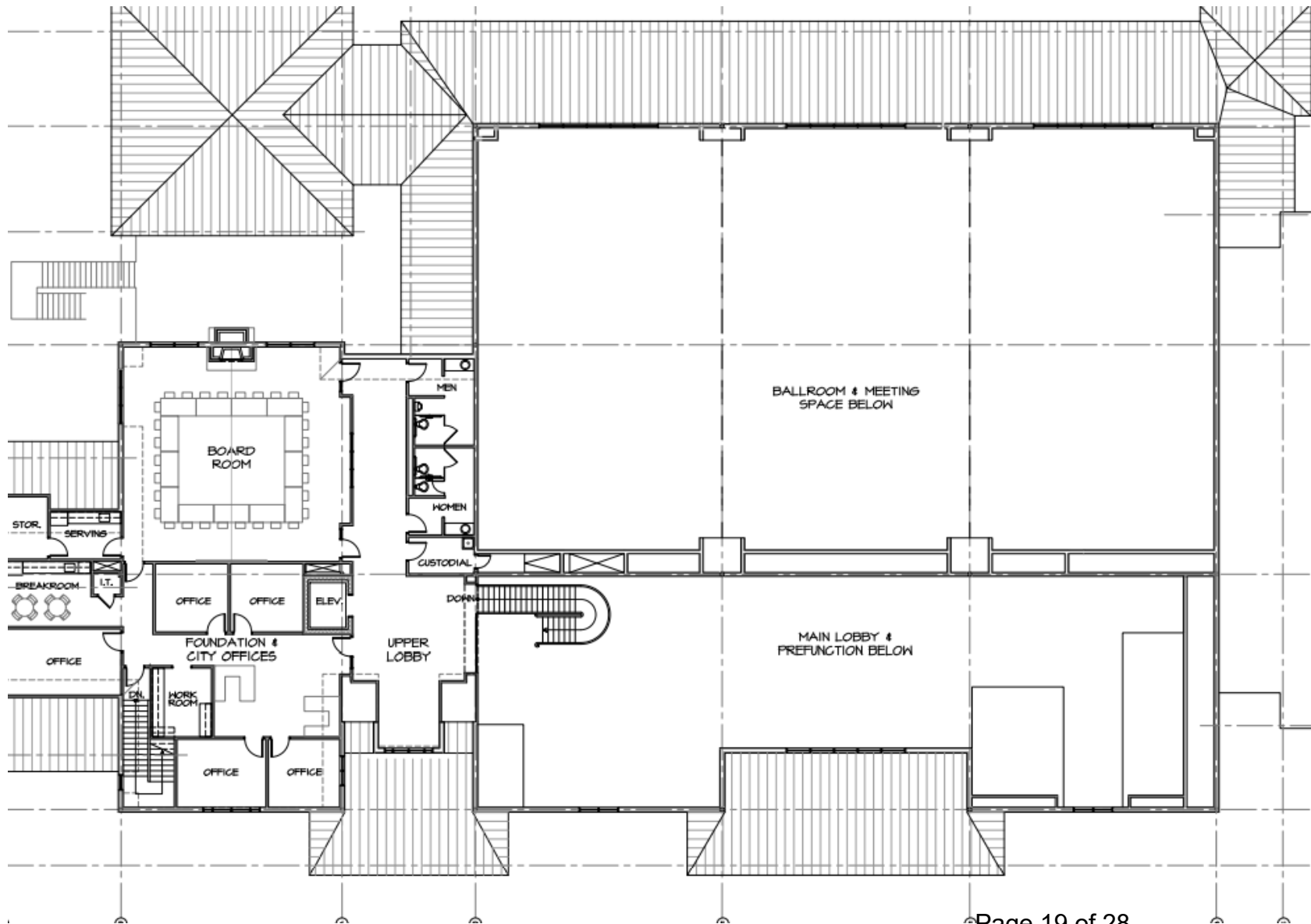
- Ample space for tenant (clubs)
- Joint training/workout facility
- Office space
- Storage
- Locker/restrooms
- Direct access to docks
- Amenities for visiting athletes



Features

- Staff Offices
- Catering Kitchen
- Indoor Gathering Area with fireplace
- Brides/Meeting Room
- Legacy Hall
- Outdoor Covered Terrace with fireplace - 137 seated
- Patio seating for 72
- Ballroom
 - Seating 400
 - Potential for 3 meeting spaces





Features

- Staff Offices
- Executive Board Room

Date Submitted: 1/21/2022

Presenter: Angela Sheppard

Item of Business: Resolution: Intergovernmental Agreement with Hall County
Regarding Highlands to Islands Trail Improvements In and Around
Roosevelt Square

Meeting Date: 1/27/2022

Purpose of Request:

To authorize the execution of an IGA with Hall County.

History/Background:

Hall County will contribute \$200,000 for improvements to the Highlands to Islands Trail in and around Roosevelt Square to help with the connection between Roosevelt Square and the Downtown Square.

Facts & Issues for Consideration:

Hall County has approved the IGA and submitted it to the City for final execution.

Department Recommendation:

Approve the resolution.

Department Director:

Bryan Lackey

If funding is involved, are funds approved within the current budget?

N/A

Amount Requested:

Source of Funds:

Finance Comments:

Administrative Comments:

ATTACHMENTS:

Description	Type
☐ Resolution: Hall County IGA - Roosevelt Square and Trail	Resolution
☐ IGA with Hall County H2I Improvements Roosevelt Square	Contract/Agreement/MOU

RESOLUTION BR-2022 - ____

**Intergovernmental Agreement with Hall County
Regarding Highlands to Islands Trail Improvements
In and Around Roosevelt Square**

WHEREAS, both Hall County and the City of Gainesville believe that it is in the best interest of the community to coordinate efforts towards the successful upgrades to the Highlands to Islands trail in and around Roosevelt Square; and

WHEREAS, an agreement is necessary for the City to accept, and Hall County to remit funds to the City to oversee and manage the upgrades to the Highlands to Islands trail in and around Roosevelt Square; and

WHEREAS, the City and County wish to provide for the maintenance of Roosevelt Square; and

WHEREAS, the existence and maintenance of Roosevelt Square as a public park is of great benefit to Hall County and the City, in that said public park promotes business and public recreation in the City, with resulting increases in commercial activity and the collection of revenues to benefit the citizens of Hall County and the City; and

WHEREAS, Hall County has reviewed and approved the Intergovernmental Agreement that is attached hereto as Exhibit 1.

NOW, THEREFORE, BE IT RESOLVED THAT the governing body of the City of Gainesville does hereby approve the attached Intergovernmental Agreement and authorizes the Mayor, City Manager and City Attorney to execute the Intergovernmental Agreement attached hereto, as well as such other documents as may be necessary to effectuate the terms of the attached Agreement.

Adopted this ____ day of _____, 2022.

W. Samuel Couvillon, Mayor

This is to certify that I am City Clerk of the City of Gainesville. As such, I keep its official records, including its minutes. In that capacity, my signature below certifies this Resolution was adopted as stated and will be recorded in the official minutes.

ATTEST:

Denise O. Jordan, City Clerk

EXHIBIT 1

STATE OF GEORGIA
COUNTY OF HALL

**HIGHLANDS TO ISLANDS TRAIL IMPROVEMENTS IN AND AROUND
ROOSEVELT SQUARE
INTERGOVERNMENTAL AGREEMENT BETWEEN
HALL COUNTY, GEORGIA
AND THE MUNICIPALITY OF GAINESVILLE, GEORGIA**

This intergovernmental Agreement is entered into this ____ of _____, 2021, by and between Hall County, Georgia, a political subdivision of the State of Georgia, (hereinafter referred to as "Hall County") and the City of Gainesville, Georgia, a municipal corporation, (hereinafter referred to as "City of Gainesville") for the purpose of setting forth the responsibilities of each party concerning the Highlands To Islands trail improvements in and around Roosevelt Square.

WITNESSETH

WHEREAS, both Hall County and the City of Gainesville believe that it is in the best interest of the community to coordinate efforts towards the successful upgrades to the Highlands to Islands trail in and around Roosevelt Square; and

WHEREAS, an agreement is necessary in order to allow Hall County to remit funds to the City of Gainesville to oversee and manage the upgrades to the Highlands to Islands trail in and around the Roosevelt Square project; and

WHEREAS, the City is a Georgia municipality located within Hall County, and has as a part of the public property owned by the City, a public area known as Roosevelt Square, as shown on that document attached hereto as Exhibit "A," and

WHEREAS, the City and County wish to provide for the maintenance of Roosevelt Square; and

WHEREAS, the existence and maintenance of Roosevelt Square as a public park is of great benefit to Hall County and the City, in that said public park promotes business and public recreation in the City, with resulting increases in commercial activity and the collection of revenues to benefit the citizens of Hall County and the City; and

NOW, THEREFORE, for and in consideration of the mutual promises and covenants as herein contained, it is agreed by and between the parties hereto that:

Gainesville shall contract for professional services as necessary for the design and implementation of construction of the Highlands to Islands trail in and around the Roosevelt Square project, including but not limited to architectural plans and drawings, as well as engineering and surveying services. All design and engineering decisions shall be made by Gainesville;

however, Gainesville will make all architectural plans and drawings available to Hall County for review and comment.

Gainesville shall maintain financial records regarding expenditures incurred in the design, bidding, engineering, construction and equipping of the project, and shall provide copies of such to Hall County concurrent with the receipt of payments made by Hall County to Gainesville.

Hall County shall disburse funds to Gainesville as follows: The sum of Two Hundred Thousand Dollars (\$200,000.00) shall be disbursed to Gainesville upon execution of this agreement.

The City does hereby agree to maintain the public landscaping, streetscaping and other decoration of Roosevelt Square in a scenic and well-maintained fashion, in order to promote tourism and commerce in the downtown area of the City for the term of this Agreement unless sooner terminated as provided herein. The City may, in its sole discretion, design, modify, add to, and/or eliminate landscaping features, streetscaping or other decorative improvements to maintain a scenic and well-maintained public park and vista.

The City shall bear the expense of design, installation of all landscaping, streetscaping, decoration and other aesthetic enhancements to Roosevelt Square.

This Agreement shall not be altered, amended or modified except in writing signed by the duly authorized representatives of each party hereto.

Neither party hereto shall, without written consent of the other party, assign or transfer this Agreement or any rights and obligations hereunder.

Gainesville shall indemnify and hold harmless Hall County, its agents, contractors, employees and assigns from any and all claims resulting from any fault of Gainesville to the extent authorized by law.

This Agreement shall be construed under the laws of the State of Georgia.
Jurisdiction and venue shall be in the Superior Court of Hall County, Georgia.

If any paragraph, subparagraph, sentence, clause, phrase, or any portion of this Agreement shall be declared invalid or unconstitutional by any court of competent jurisdiction or if the provisions of any part of this Agreement as applied to any particular situation or set of circumstances shall be declared invalid or unconstitutional, such invalidity shall not be construed to affect the portions of this Agreement not held to be invalid. It is hereby declared to be the intent of Hall County and Gainesville to provide separable and divisible parts, and they do hereby adopt any and all parts hereof as may not be held invalid for any reason.

Any notice or communications hereunder shall be in writing and shall be deemed to have been delivered when deposited via certified United States Mail return receipt requested to the following, or to such other address as either party may designate for itself by written notice to the other given from time to time, in the manner herein provided:

Hall County
Hall County Government
Attn: County Administrator
P.O. Drawer 1435
Gainesville, GA 30503

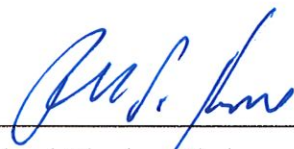
City of Gainesville
Attn: City Manager
P.O. Box 2496
Gainesville, GA 30503

IN WITNESS WHEREOF, the parties hereto, by and through their Chief Executive
Officers, have executed this Agreement the date and year above.

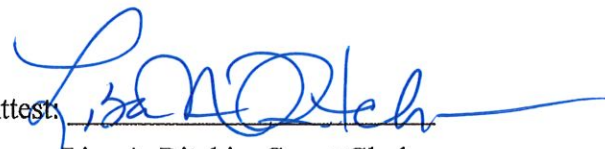
CITY OF GAINESVILLE, GEORGIA

HALL COUNTY, GEORGIA

By: _____
Danny Dunagan, Mayor

By: _____
Richard Higgins, Chairman

Attest: _____
Denise Jordan, City Clerk

Attest: _____
Lisa A. Ritchie, Count Clerk

Date: _____

Date: December 9, 2021

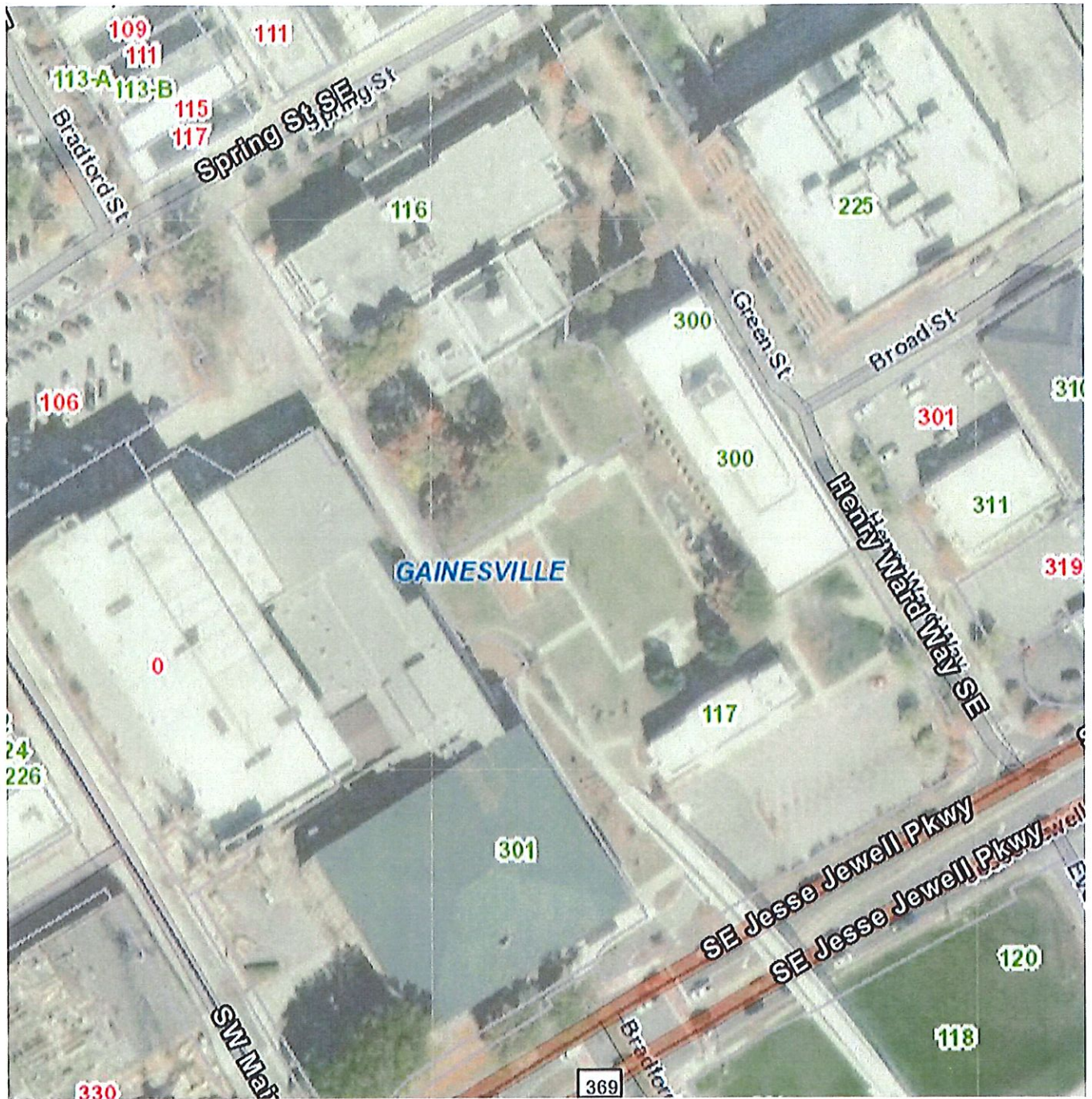
Approved as to Form:

City Attorney

Approved as to Form:

_____
County Attorney

Exhibit A



Date Submitted: 1/25/2022
Presenter: Sam Couvillon
Item of Business: Appointments: Friends of the Parks Board
Meeting Date: 1/27/2022

Purpose of Request:

The purpose of this request is to address the expired terms for positions held by Alisa Thompson and Nancy Moore.

History/Background:

The Friends of the Parks Board follows the guidelines as set forth in the Charter and Code of Ordinances. Appointees serve three-year terms.

Facts & Issues for Consideration:

Mrs. Thompson and Ms. Moore have confirmed a willingness to serve another term. The outstanding debt verification process has been completed with no concerns.

Department Recommendation:

To consider the nominations as submitted by the Mayor.

Department Director:

Sam Couvillon

If funding is involved, are funds approved within the current budget?

N/A

Amount Requested:

Source of Funds:

Finance Comments:

Administrative Comments:

ATTACHMENTS:

Description	Type
☐ Friends of the Parks Board Members	Backup Material
☐ FOP Attendance Report	Backup Material

FRIENDS OF THE PARKS

CITY APPOINTMENTS

POST	LAST NAME	FIRST NAME	APPOINTED	REAPPOINTED	EXPIRES
	Kearns	Lynn	6/5/18 UE	1/21/2020	12/31/2022
	Mattison	Kate			Standing Term
Vice-President	Morgan	Chris	2/7/2017	12/17/2019	12/31/2022
	Tunkel	Staci	3/19/19 UE	12/17/2019	12/31/2022
	Taylor Vacant Position	Bill	1/22/2019		12/31/2021
	Thompson	Alisa	1/22/2019		12/31/2021
	Warthen	Rebina	5/4/2021		12/31/2023
	Moore	Nancy	6/15/2021 UE		12/31/2021
Ex-Officio	Clay	Juli	1/7/2020	1/4/2022	1/17/2023

TERM: Three year terms - Appointees limited to two consecutive terms excluding initial term.

CONTACT: Kate Mattison, Director of Parks & Recreation

UPDATED: 1/6/2022 ag

**FRIENDS OF THE PARKS
ATTENDANCE REPORT**

MEETING			BOARD MEMBER						
	DATE	TYPE	NAME	NAME	NAME	NAME	NAME	NAME	NAME
			Kearns	Morgan	Tunkel	Thompson	Warthen	Moore	Clay
1	12/5/2019	R	CANCELLED						
2	1/9/2020	R	1	1	1		N/A	N/A	1
3	2/6/2020	R	CANCELLED						
4	3/5/2020	R	1	0	0	0	N/A	N/A	0
5	4/2/2020	R	1	1	0	0	N/A	N/A	0
6	5/7/2020	R	1	1	0	0	N/A	N/A	0
7	6/4/2020	R	0	1	0	0	N/A	N/A	1
8	7/2/2020	R	CANCELLED						
9	8/6/2020	R	1	1	0	0	N/A	N/A	1
10	9/3/2020	R	1	1	0	0	N/A	N/A	0
11	10/1/2020	R	CANCELLED						
12	11/5/2020	R	CANCELLED						
13	12/3/2020	R	CANCELLED						
14	1/7/2021	R	0	1	1	0	N/A	N/A	1
15	2/4/2021	R	CANCELLED						
16	3/4/2021	R	1	1	1	0	N/A	N/A	1
17	4/1/2021	R	1	1	1	0	N/A	N/A	0
18	5/6/2021	R	1	1	0	1	1	N/A	1
19	6/3/2021	R	0	1	1	1	1	N/A	1
20	7/1/2021	R	CANCELLED						
21	8/5/2021	R	1	1	0	0	0	1	1
22	9/2/2021	R	1	1	0	0	1	1	1
23	10/7/2021	R	1	1	0	0	0	1	1
24	11/4/2021	C	EXECUTIVE COMMITTEE ONLY						
25	12/9/2021	C	0	1	0	0	0	1	0
26									
26									
	TOTAL	16	12	15	5	2	3	4	10
	ATTENDANCE %		75%	94%	31%	13%	50%	100%	63%

TYPE MEETING: R = Regular Scheduled Meeting
ATTENDANCE: 0 = Absent

C = Called Meeting
1 = Attended

NOTES: Please note I changed the formula for Ms. Warthen and Ms. Moore because they were not appointed until May 2021 and June 2021 respectively.

Submitted By: _____
 Kate Mattison
 Recording Secretary

Date: 1/25/2022