

Canton, Georgia

*110 Academy Street
Canton, Georgia 30114*



Minutes - Final - Draft

Thursday, October 20, 2022

3:00 PM

**City Hall
110 Academy Street**

Canton Tourism Board

1. Call to Order**2. Review/Approval of Agenda**

- A. Add 5B Peaberry Film Festival;
- B. Amend to move 5C to 5A

3. Review/Approval of Minutes

- A. Canton Tourism Board Draft Minutes - September 8, 2022 - Attachment 3A

Attachments: [Minutes - Canton Tourism Board - September 8, 2022](#)

Motion to approve Micki, seconded by Teresa; unanimous approval

4. Public Input**5. Event Funding Review/Possible Action****A. Championship Cowboy Fast Draw \$3,000 - April 14-16, 2023**

- 1. *Need funds by day of the event; City ordinance not to discharge a firearm in City limits; should go before council if an exception is to be made; does not hit any of the strategy pillars; not take action or fund; make a motion to not approve request Phil, second Amy; unanimous approval.*

Peaberry Film Festival –

- 1. *Brent Lambert-Zaffino – promote film making in the area; a continuation of Etowah Film Festival, but with more of a tourism emphasis; show off Canton during the weekend the filmmakers are there; expect attendees of 225 – filmmakers and those looking for a film experience; breakdown of expenses include total ask of \$15,000. No action taken at this time.*

B. 6th Annual Traditional Car Show \$3,600 - July 7-9, 2023

- 1. *In Etowah River Park; expect over 800 spectators; hire Canton PD for security; 80% hotel usage; want to have balloon release, but Board will request that not be done; Teresa motion to fund, Phil second, unanimous approval; provide check by January with condition of no balloon release and submittal of data post event.*

C. History Cherokee Hey Day Carnival - November 5, 2022

- 1. *Nov. 5 is a nod to the Denim Days from the 1950s; games, balloons, food, archaeology digs, activities around Brown Park, a way to celebrate is with this big party; asking for \$4,042.34; move to amend the request to \$2,000 to cover admission to the museum on Nov. 5 made by Teresa, seconded by Phil, unanimously approved; should include that Canton Tourism paid for admission; Teresa resend motion, Micki seconded, unanimous approval; Micki motion to*

fund up to \$4,000 for free admission on Nov. 5 with note it's from Canton Tourism; Teresa seconded; unanimous approval.

D. Boling Park Basketball Mural Project - October 25-27 - Kristin Norton Green

1. \$10,000 funding for mural as a CCAC project; student concept designed and Rob Walker-Bunda refined the design and colors; Art in the Paint will assist with implementation; need authorization from CTB to sign contract and fund; Micki motions to give Amy authority to sign Art in the Paint contract for up to \$10,000, Phil seconds, unanimous approval.

6. Old Business

A. Economic and Tourism Updates - Angie Busby

*1. Reviewed Canton Destination Marketing Strategy
2. Align new department to include Kristin, Angie, Velinda and Lauren to promote Tourism and Economic Development
3. Website moving forward; contracted with a photographer and videographer Graham Johnson*

B. Financial Update - Phil/Nathan

1. Funding of year end \$123,000 cash in the bank; \$123,000 check from Hotel/Motel - \$250,000; owe the City \$150,000 – leaves \$100,000 available + \$237,000 receivable = excess;

C. Sponsorships for Review

- 1. Cherokee County Service League RiverFest**
- 2. Etowah Wildlife Expo**
- 3. Wing and Rock**
- 4. Taste & Brews**

7. New Business

8. Announcements

A. Lauren - Event Calendar

9. Adjourn



SIGN IN SHEET

Name of Committee/Board/Authority: Canton Tourism

Meeting Date: Oct 20 2022 Time: 3 PM

Members Present: (Please Print Name)

Amy Wright

PHIL HARDWICK

Teresa Ramsey

MICKI FARLEY

Staff Liaison:

Others Present: (Please Print Name)

Angie Busby

Kristin Norton Green

Meaghan Quinlan

Brooke Schmidt

Nathan Ingram

Brand Lambert-Zaffino

Lauren Johnson
