

Canton, Georgia

*110 Academy Street
Canton, Georgia 30114*



Minutes - Final - Draft

Thursday, November 10, 2022

3:00 PM

**City Hall
110 Academy Street**

Canton Tourism Board

1. Call to Order

3:02 call to order

*Lauren Johnson
Kristin Norton Green
Angie Busby
Amy Wright
Michelle Peterson
Micki Farley
Sabrina Kaylor
Phil Hardwick
Teresa Ramsey*

Guest: Amanda Golden

2. Review/Approval of Agenda

*Remove 6c; motion to approve with amendment Teresa, Michelle seconded;
unanimously approved*

3. Review/Approval of Minutes

A. Canton Tourism Board Draft Minutes - October 20, 2022 - Attachment 3A

Attachments: [Minutes - Canton Tourism Board - October 20, 2022](#)

Phil moved to approve; Micki seconded; unanimously approved

4. Public Input/Guests

**A. Designing Local - Amanda Golden - Presentation on
Public Art**

Master Plan Process and Progress

*She is here on a discovery tour; what does culture and arts look like in Canton;
what is the soul and spirit of Canton; survey hopes to gain and understanding of
what art to bring to Canton; delivering policy at the beginning of plan
development versus at the end since the City has no current policy in place;
training of the CCAC is going to take place to show how the process should
work; directed question to the board about what is the current state of cultural
arts in Canton – ambiance art and destination art, Canton is a community in
transition, need to activate alleyways, walkable art, broaden the term of art to
include living/physical/culinary art, create an opportunity to add energy to
downtown, need infrastructure to have art in downtown, 12 basecamps and 34
films within Cherokee County, film festival is being planned for early next year,
incorporating pop up installations, children's interactive art, incorporating all
cultures in Canton including Hispanic residents*

5. Informational Items**A. Financials - Updated Budget - Nathan Ingram****6. Old Business****A. Hey Day - History Cherokee - Update - Amy Wright**

270 admissions covered, it was a brilliant idea to offer them another option for funding

B. Peaberry Film Festival - Further Discussion - Angie Busby

New version of the Etowah Film Festival, founded by two locals and after three years they parted ways, CCAC wanted to take it over but not in a position to do that, Brent spoke at Tourism Board last month, puts together very compelling programming, possible student filmmaking night, downfall in the past has been advertising and marketing, need a marketing plan with further details on funding,

C. Wing and Rock - Further Discussion - Angie Busby**D. DMO Update - Angie Busby**

Graham Johnson videographer/photographer involved in conversations, DMO approach is now being reviewed consistently with team, reviewing logo options, by next meeting have logo options to review

7. New Business**A. Photographer/Videographer Contract - Graham Johnson -****Discussion and Possible Action - Angie Busby**

Graham Johnson has already been retained for one month, want to move forward with \$3,500 a month for 6 months, would like group to approve contract as stated, Michelle motions to approve Graham Johnson's contract for services, Sabrina seconded, unanimously approved

B. Formation of New Econ. and Community Advancement Dept. - Angie Busby

City under advisement of Billy Peppers and Nathan Ingram, combine Angie, Lauren, Kristin and Velinda into one department to collaborate and work in unison moving forward; recently retreated to develop goals for the dept. and

individually

C. Hotelier Reception - Angie Busby

Strengthening our hotel relationships, the board knows the advantage of hotel/motel tax, will talk to hoteliers on Nov. 14 at Reformation Brewery from 4-6PM

D. Holiday Events Review - Lauren Johnson

8. Adjourn

Motion to adjourn Michelle, Teresa second, unanimously approved.