

# **Canton, Georgia**

*110 Academy Street  
Canton, Georgia 30114*



## **Minutes - Final - Draft**

**Monday, March 11, 2024**

**10:30 AM**

**City Hall  
110 Academy Street**

**Canton Tourism Board**

**1. Call to Order**

***Board Members Present:***

*Amy Wright, Chair  
Micki Farley  
Phil Hardwick  
Teresa Ramsey  
Jamie Smith  
Jacki Wickersham*

***City Staff:***

*Nathan Ingram (Asst. City Manager)  
Lauren Johnson (Communications Manager)  
Jacky Cheng (Digital Content Specialist)  
Mike Loizou (Digital Content Specialist)*

***Guests/Visitors:***

*Michael Murphy, Murphs Surf Shop  
Lee Oliver  
Grant Schmeelk  
Thomas Paterson*

***Approval of the Agenda: Member Ramsey motioned to approve the agenda with adding items Old Business B. Discussion of Wing & Rock and Taste & Brews and C. Update on Wildlife Expo and Denim Fest; Member Farley seconded the motion; Motion carried.***

**2. Review of February Minutes**

A. Canton Tourism Board Draft Minutes - February 15, 2024 - Attachment 2A

**Attachments:** [Minutes - Canton Tourism Board - February 15, 2024](#)

***Member Ramsey made a motion to approve minutes as provided; Member Farley seconded the motion; Motion carried.***

**3. Public Input/Guests**

***Jacky Cheng provided the Board some updated analytics on the Explore Canton Website.***

***Evie Singleton and Lance Helms made a virtual presentation of marketing/advertising opportunities with AJC/Access Atlanta.***

**4. Financials**

***Mr. Ingram informed the Board that he will be presenting full financials at the next meeting.***

**5. Funding Application - Discussion & Possible Action**

*The Board will defer this until their April meeting.*

## **6. Future Advertising and/or Marketing Ideas**

*Lauren Johnson presented the Board with some information on a few potential marketing/advertising opportunities that she and Kristin Norton Green had researched. They will send out to the Board, links and additional information on these opportunities.*

## **7. Old Business**

### **A. Murphs Surf Advertising - Attachment 7A**

Attachments: [Murphs Surf Tube Proposal ExploreCantonGA March 2024](#)

*The Board discussed Murphs Surf Shop's proposal; an investment of \$10,500 to advertise Explore Canton on 300 tubes. Life expectancy of the tubes is 3 to 4 years. They also discussed the idea of advertising on the larger of the two buses that are owned by Murphs Surf Shop. The cost of this advertisement will be \$600/year/bus, plus any expenses for the production of such advertisement itself (e.g., painting, logos, etc.). The placement of a QR code was discussed. It was suggested that the QR code be smaller, and in a different area on the Tube from the logo as displayed in the presentation. Member Ramsey Moved to sponsor the advertisement on the 300 tubes and purchase advertising rights on the largest bus, at a total cost of \$11,100. Mr. Hardwick seconded the Motion; Motion Carried.*

*Item B. Discussion of Wing & Rock and Taste & Brews - Member Farley Moved to approve a \$5,000 sponsorship to this year's Wing & Rock event; Member Ramsey seconded the motion; Motion Carried. Member Ramsey Moved to approve a \$5,000 sponsorship for Taste & Brews; Member Farley Seconded the motion; Motion Carried.*

*Item C. Update on Wildlife Expo and Denim Fest - The Board discussed and was provided an update on the upcoming Wildlife Expo event. The Board also decided to defer any action on the Denim Fest to a future meeting.*

## **8. New Business**

### **A. Discussion of Mission/Purpose Statement**

### **B. Event/Promo Committees**

### **C. New Board Positions**

*Discussion of Mission/Purpose, Committees, and Board Positions will be conducted at the April Meeting.*

## **9. Board Introduced Items**

*None*

**10. Adjourn**

*Member Farley moved to adjourn; Member Ramsey seconded the motion;  
Motion carried*