

Canton, Georgia

*110 Academy Street
Canton, Georgia 30114*



Minutes - Final - Final

Thursday, December 9, 2021

3:00 PM

City Hall

110 Academy Street

Canton Tourism Board

1. Call to Order

3:02 p.m. – Meeting Called to Order by Wright

Board Members Present:

*Amy Wright, Chair
Phil Hardwick, Vice Chair
Danielle Kitchen, Secretary
Michelle Law Peterson
Teresa Ramsey
Sabrina Kaylor
Micki Farley*

City Staff Present:

*Nathan Ingram, Asst. City Manager
Lauren Johnson, Communication & Marketing Specialist
Adam Dodson, Parks and Recreation Manager
Angie Busby, Econ. Dev. And Tourism Manager*

Council Members Present:

Brooke Schmidt, Ward 3

Visitors:

Jim Lindenmayer, American Legion Post 45

2. Approval of the Agenda

Motion by Farley to approve agenda; seconded by Hardwick; unanimously approved

3. Approval of Minutes

- A. Canton Tourism Board Draft Minutes - November 11, 2021 - Attachment 3A

Attachments: [Minutes - Canton Tourism Board - November 11, 2021](#)

Amend to add Angie as present at the Nov. 11 meeting; Approve as amended motion by Farley; Hartwick seconded; unanimously approved

4. Event Funding Presentations/Application Review

- A. **Jim Lindenmayer - American Legion Post 45 Canton, GA - Red, White and Blue BBQ 2022**

Johnson introduces Jim Lindenmayer; Lindenmayer discusses event his group is holding and requesting funding, amateur and professional barbecue competition; last week of October 2022, Tues.-Thurs. setup, and Friday and Saturday event; Expects 3-5,000 for the event; Entrance fees for those in the competition; Plans to start advertising in August; Goal is to bring Veterans into more of the community.

Hardwick makes motion to approve Lindenmayer's request for funding; Farley seconded; unanimously approved.

B. Adam Dodson - City of Canton - River Rock Concert Series 2022

Adam Dodson discusses River Rock Concert series updates; He has formed a committee to gather ideas for reformatting the series; Series will run May, June, July and August as the third Saturday of each of those months; First concert in May will be a kick off to summer as a weekend event and will include a carnival setup, Friday night will be smaller bands leading up to Saturday with a bigger band, and then no bands on Sunday, carnival will run entire weekend; June and July will have themes, and not as big of acts as the first and last concerts of the series; August will be an end of summer or back to school bash, bring in food, apparel and artisans as an all-day event.

Dodson would like to go back to selling T-shirts, and have posters printed as gifts for the sponsors, possibly have a contest to design the T-shirts, hats and stickers.

>in the midst of the River Rock discussion, Ingram had to excuse himself for another meeting, but indicated to the group that we did not need a 4th signer for the checks if Kitchens could go sign the card before she left the meeting, Johnson took her to the Finance Director's office to sign the card; Johnson returned to the meeting and Kitchens left the meeting.

The Board asked if Rampley, Kitchens and Farley could be on committee for River Rock series for Tourism perspective. Ramsey made a motion to approve; Farley seconded; unanimously approved.

A motion was made by Peterson to approve the River Rock Concert Series funding request of \$60,000; Rampley seconded; unanimously approved.

5. Old Business

A. Selection Additional (4th) Signer for Checking Account

See above in section 4

6. New Business

A. Quick-Start Ideas

No action taken

B. Canton Tourism Name for Social Media

No action taken

C. Ideas for an Overarching Name for Canton Tourism

No action taken

D. Georgia Trend Ad Opportunity - Lauren Johnson

No action taken

E. Mill on Etowah Ice Skating Rink Banner Ad Opportunity - Angie Busby

No action taken

7. Announcements

A. Lauren to Provide Upcoming Dates for City Events and City News

Lauren provided upcoming events schedule for City

8. Adjourn

Farley moved to adjourn meeting; Hardwick seconded; motion unanimously approved; meeting adjourned at 4:55 p.m.