

Canton, Georgia

*110 Academy Street
Canton, Georgia 30114*



Minutes - Final - Final

Monday, June 22, 2026

10:30 AM

**City Hall
110 Academy Street**

Canton Tourism Board

1. Call to Order***Board Members Present:******Dana Cox Mallett (Chair)(Virtual)******Keith Johnston (Virtual)******Sabrina Kaylor******Jamie Smith******Kirit Patel (Virtual)******City Staff Present:******Aundi Lesley – Staff Liaison******Anijah Jones******Nathan Ingram******Billy Peppers******Lauren Johnson******Kristin Norton Green******Jacky Cheng (Virtual)******Mike Loizou******Guests:******Darrell Rice, City Council******Steve Chandler, ChandlerThinks******Susan Ewing, ChandlerThinks*****2. Approval of Minutes**

- A.** Canton Tourism Board Draft Minutes - May 11, 2026

Attachments: [Minutes - Canton Tourism Board - May 11, 2026](#)

No action was taken due to a lack of in-person quorum for voting.

3. Presentation by ChandlerThinks

Steve Chandler presented highlights of the draft Tourism Strategic Plan, focusing on positioning Canton as an overnight destination. The plan outlines priorities related to branding, tourism development, connectivity, visitor experiences, and regional engagement. Proposed mission, vision, and organizational values were also reviewed. The draft plan will be distributed for Board review, with adoption to be considered at the next in-person meeting.

4. New Business

- A. Budget Discussion**

The board reviewed the proposed Explore Canton Fiscal Year 2027 budget. Staff noted that TPD (Tourism Product Development) funds will support tourism development projects like wayfinding, visitor center updates, etc. A performance dashboard with marketing analytics will be provided for Board review.

B. Staffing Update

Chair Mallett presented a proposal to hire a full-time Marketing Manager by July 1st, pending Board approval at the next board meeting. The board reviewed the job description. The city will serve as the employer, with Explore Canton reimbursing the city for the salary, while the city covers all benefits. Staff are currently finalizing details with HR and plan to present a recommendation if any changes are required for board approval next Monday. Additionally, staff provided a tentative update on plans for Explore Canton to handle management of the Visitor Center and enhance visitor services in partnership with History Cherokee.

5. Adjourn