

Canton, Georgia

*110 Academy Street
Canton, Georgia 30114*



Minutes - Final - Final-revised

Thursday, October 14, 2021

3:00 PM

City Hall

110 Academy Street

Canton Tourism Board

1. Call to Order***Board Members Present:***

*Amy Wright, Chair
Phil Hardwick, Vice Chair
Michelle Law Peterson
Teresa Ramsey*

City Staff:

*Nathan Ingram (Asst. City Manager)
Melissa Forrester (Finance Director)
Lauren Johnson (Communication & Marketing Specialist)*

Council:

Brooke Schmidt, Ward 3

Board Members Absent:

*Danielle Kitchen, Secretary
Micki Farley
Sabrina Kaylor*

2. Approval of the Agenda

Hardwick motion to approve agenda; Ramsey seconded; Vote; Agenda unanimously approved.

3. Approval of Minutes**A. Canton Tourism Board Draft Minutes - September 9, 2021 - Attachment 3A**

Attachments: [Minutes - Canton Tourism Board - September 9, 2021](#)

Review of minutes; Ramsey motion to approve; Peterson seconded; Minutes unanimously approved.

4. Old Business**A. Nathan Ingram Budget Update**

Provided cash position update and what to expect over the coming months; Forrester distributed financials sheet and explained expenses; Cash balance as of Sept. 30 - \$76,161.36; Increase in allocation from the City to \$90,000, hence, \$135,000 available towards 2022 fiscal year budget.

B. Lauren Johnson to Provide an Update to Canton Fest

They will not be accepting funds or reimbursement from the City and have also moved locations to no longer having event in Downtown.

C. Approval of Funding Application

Reviewed funding application further. Talked through Farley and Peterson's suggestions sent prior via email; will add changes and discuss further over email communications.

D. Economic and Tourism Director Update

Offer was accepted by candidate, and she is starting on Monday, Oct. 18, 2021. Not disclosing name yet until City Council is informed.

5. New Business

A. 2022 Riverfest Funding Discussion

Historically \$5,000 is provided each year; like other groups, will need to complete application for 2022 funding to be considered.

B. Ideas for Initiatives

Discussed ideas; would like to receive a report on attendance and stats from the Summer Concert Series as they receive pre-determined funding from the Tourism Budget.

C. Discussion of Mission Statement

Discussion on how to label who we promote tourism to. Wright shared her ideas and the board talked through. Will continue talking.

6. Announcements

A. Lauren Johnson to Provide Upcoming Dates for City Events

Lauren provided information on upcoming fall and Halloween events.

7. Adjourn

Wright motioned to adjourn; Ramsey seconded; Unanimously approved; Adjourned at 3:55 p.m.