

Canton, Georgia

*110 Academy Street
Canton, Georgia 30114*



Minutes - Final - Final

Thursday, November 11, 2021

3:00 PM

City Hall

110 Academy Street

Canton Tourism Board

1. Call to Order

3:09 p.m. – Meeting Called to Order by Wright

Board Members Present:

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

City Staff:

*Nathan Ingram (Asst. City Manager)
Melissa Forrester (Finance Director)
Lauren Johnson (Communication & Marketing Specialist)
Adam Dodson (Parks and Recreation Manager)
Angie Busby (Manager of Economic Development & Tourism)*

Council:

None present

Board Members Absent:

*Danielle Kitchen, Secretary
Micki Farley*

2. Approval of the Agenda

Motion by Wright to amend the agenda to include approval of funding application and discussion of River Rock with Adam Dodson; seconded by Ramsey; unanimously approved

3. Approval of Minutes

- A. Canton Tourism Board Draft Minutes - October 14, 2021 - Attachment 3A

Attachments: [Minutes - Canton Tourism Board - October 14, 2021](#)

Motion by Ramsey to correct her last name in October minutes to reflect Ramsey and not Williams, and then approve as amended; Hartwick seconded; unanimously approved

4. Old Business

A. Review of Funding Application

Reviewed funding application final draft; need to fix a few grammatical errors, and change question #9 to reflect a percentage answer, not a yes or no; Motion to approve funding application as amended by Wright; Kaylor seconded; unanimously approved

B. Canton River Rock Concert Series report

*Canton River Rock Adam Dodson reports on budget and stats.
City contributes 60,000 and he gets \$15,000 from sponsorships. In 2019, started at*

40,000. Got \$20,000 in sponsorships. For 2020, asked for \$60,000 and were still able to hold concerts with social distancing.

2019 – 3,000 to 4,500 attendances; 80% in Cherokee 20% out of county

2020 – 2,500-3,500 attendances, no bounce house or kids' areas, no touchable surfaces, no FB ads

2021 – 500-1,000 attendances, started later in June, advertised on FB with boosted ads

Core group of Food Trucks and one of each genre; Doesn't charge a vendor fee

Ideas for 2022 series - Dodson –form a committee for more input to make the series different; Possibly make it a festival format instead, move to a Friday; Add more to marketing efforts, find the followers, spend more money on fewer concerts but bigger names, capture people with a # and offer an incentive.

Board suggests a need to bring business plan to secure next year's funding for series and complete funding application.

5. New Business

A. Introduction of Angie Busby, Economic Development and Tourism

Introduction of Angie Busby by Nathan Ingram; Busby - excited to be here, has a lot of good ideas, feeling the energy of the City, ready to take it to the next level; making people feel a certain way is tourism to her; Convenience and experience; and outside of investments, social media is the least expensive form of marketing with the highest ROI, Create social media accounts to build out Tourism content, example – Awesome Alpharetta, Chattanooga

6. Announcements

A. Lauren to Provide Upcoming Dates for City Events

Lauren provided upcoming holiday events schedule for City

7. Adjourn

Ramsey moved to adjourn meeting; Kaylor seconded; motion unanimously approved; meeting adjourned at 4:23 p.m.