

Canton, Georgia

*110 Academy Street
Canton, Georgia 30114*



Minutes - Final - Final

Monday, January 13, 2025

10:30 AM

**City Hall
110 Academy Street**

Canton Tourism Board

1. Call to Order***Board Members Present:******Micki Farley******Teresa Ramsey******Amy Wright******Phil Hardwick******Jamie Smith******Kirit Patel******Staff:******Lauren Johnson******Hannah Stringer******Jacky Cheng******Mike Loizou******Applicants/Other:******Shane Aubrey******Rick Dionne******Amy Taylor******Dana Cox******Kim Bishop******Robert Roddie******Fernando De Barros******Heather Montgomery*****2. Approval of Agenda*****Motion - Micki******Seconded by – Amy******All approved*****3. Review of December Minutes****A. Canton Tourism Board Draft Minutes - December 9, 2024****Attachments:** [Minutes - Canton Tourism Board - December 9, 2024](#)***Motion - Jamie******Seconded by - Amy******All approved*****4. Public Input*****Dana Cox, on behalf of the Main Street Board:******Shamrock Shuffle – March 15 – bar crawl that features two stages – Mill and Jones Lot – can still participate without a ticket******Bringing proposal soon to the board for Downtown Kiosks – \$4-5,000 each*****5. Financials**

Nothing to report

6. Staff Updates

A. Discussion of a Possible Presentation/Update to Council

Plan to present in February

B. Update on West Main Arts Festival

Festival will be held on West Main, not Brown Park as originally stated in the application

Jacky Cheng provided updates on Explore Canton social media stats.

7. Discussion and Possible Action on Chair, Vice-Chair, & Treasurer for the 2025 Calendar Year

Amy will head a nominating committee to select candidates.

8. Discussion and Possible Action for Advertising Opportunities

A. Chamber of Commerce Ad

Lauren Johnson presented a printed copy of the designed ad; asked board to pay for half of ad cost at \$1500. Amy moved, Teresa seconded; all approved

B. Historic Canton Magazine

Postponed until more information is received on distribution.

9. Sponsorships and Applications

A. WPSL Sponsorship Presentation for 2025

- *Women's amateur attendance record for their division*
- *Third season*
- *International level players – Costa Rica, Germany, Albania*
- *19 players from GA*
- *Players were the protagonists for social media, growth from 500 followers to 3,000 followers*

Motion to approve \$15,000 sponsorship to WPSL Micki, second Teresa; all approved.

B. Wing & Rock

\$5,000 funding for Wing and Rock and \$5,000 for Taste and Brews; Amy motion, Micki Second for both; all approved.

C. Wildlife Expo

March 8 – longer one day instead of two days; 15,000 per day estimated in attendance for 2024; fourth year; dixie dock dogs; petting zoo 40+ animal under the tent; hosting qualifying fishing event – GA Bass Association; Merch under the hospitality tent; Digital collab with Canton Comm team

\$15,000 funding request; Amy motion, Jamie second; all approved.

D. Peaberry Film Festival

\$10,000 Micki motion, no second; please attend next month.

E. Southern Tradition Car Show

8th year; Etowah River Park – 2 days, 300 vehicles; April 4-5, no longer July; Friday and Saturday; donate to animal shelter

\$3,000 funding requested; motion – Teresa, Amy second; all approved.

F. Georgia Trust Sponsorship

\$1,000 sponsorship – motion – Micki – second -Teresa; all approved.

10. Discussion of RFP for Marketing

Memo sent to the Board to not accept RFPs as a recommendation by the RFP review committee – Phil Hardwick. Jacky requests thoughts on ad spend – drive to website – especially hotels and weddings; boots on the ground and more coverage needed to bring awareness to the Explore Canton initiatives; Amy says to tailor the RFP to complement what we are already doing

Vote to reject the proposals – Micki, second Teresa; all approved

11. Board Introduced Items

Amy asks board to think about what else can we do for Peaberry Film Festival in-kind

12. Adjourn

Micki motion, Jamie second; all approved