

Canton, Georgia

*110 Academy Street
Canton, Georgia 30114*



Minutes - Final - Final

Monday, July 14, 2025

10:30 AM

**City Hall
110 Academy Street**

Canton Tourism Board

1. Call to Order

Present Were: Amy Wright, Phil Hardwick, Micki Farley, Kirit Patel, Teresa Ramsey, Dana Cox

Others Present Were: Lauren Johnson, Hannah Stringer, Aundi Lesley, Michael Loizou, Jacky Cheng

2. Approval of Agenda

*Remove item 7C from agenda
Micki Motion, Amy second, All approved*

3. Review and Approval of Minutes**A. Canton Tourism Board Draft Minutes - June 9, 2025**

Attachments: [Minutes - Canton Tourism Board - June 9, 2025](#)

Phil motion, Teresa seconded, All approved

4. Public Input

Jennifer with WLJA – 101.1 The Pulse, 18 counties reach, largest in North Georgia, live DJs formerly at 104.7 the fish, full time promotions director, family friendly format, 1 mil organic FB visits in 90 days, 30-60 age range listener, live tourism spotlights, North GA affiliate of Braves and UGA, and Friday Night Lights.

5. Financials

Expect Riverfest and Denim Fest applications next month

6. Old Business**A. Committee Discussions & Updates****Finance: Fiscal Year 2026 Budget**

No new updates

Marketing

Billboard copy due this week, Lake Point due next week

Explore Georgia Conference sending Jacky and Dana, along with Amy Taylor from The Mill; Sponsor event badge at \$5,000 – Amy motion, Teresa seconded, all approved

*Micki Motion, Amy seconded the motion for Tourism Guide printing at approximately \$7,000, All approved
Sports Tourism Index – working with Adam on entering assets into a system to market parks and resources for Tournaments; future growth for tournament recruitment*

Community Engagement

Updates to History Center gift shop, add sweatshirts to sell

B. Discussion and Possible Action on Software to Operate and Control Kiosk

Rove IQ software to develop the map and content; Main Street paid \$19,000 for physical components; 5 year warranty, 10 weeks to build out the map; pricing is competitive for the system assets provided; Micki motion to approve the remaining balance of the kiosk costs after Main Street pays their portion, up to \$16,000. Phil second, all approved.

7. New Business

A. Discussion of the Explore Canton Website

Tempest discussion – met with representative to talk about website refresh – move to an updated design – significant design work – 2-4 months timeline, less text and more imagery, SEO warrants changing home page design

B. Sponsorships and Applications

None at this time

C. Tourism Marketing College Presentation - Kristin Norton Green

Removed from the agenda

8. Board Introduced Items

None

9. Adjourn