

Canton, Georgia

*110 Academy Street
Canton, Georgia 30114*



Minutes - Final - Final

Monday, August 12, 2024

10:30 AM

**City Hall
110 Academy Street**

Canton Tourism Board

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

*Amy Wright
Phil Hardwick
Sabrina Kaylor
Teresa Ramsey
Jamie Smith*

City Staff:

*Nathan Ingram
Kristin Norton Green
Jacky Cheng
Michael Loizou*

Guests/Visitors:

Brooke Holley

2. Approval of Agenda

Member Hardwick Moved to approve the agenda as presented; Member Ramsey seconded the motion; Motion carried.

3. Approval of June Minutes**A. Canton Tourism Board Draft Minutes - June 10, 2024**

Attachments: [Minutes - Canton Tourism Board - June 10, 2024](#)

Member Kaylor moved to approve minutes as provided; Member Hardwick seconded the motion; Motion carried.

4. Public Input

Bizarre Coffee (Sabrina Kaylor and Brooke Holley) provided the board with information on the upcoming Bizarre Bash event planned to be held on November 16, 2024. This year's focus will be on children with various activities for kids. They will have a 5K run and expect as many as 500 runners. Bizarre Coffee has asked for up to \$10,000 in sponsorship support from the Canton Tourism Board for this event.

5. Financials

Mr. Ingram provided the Board an updated copy of the financials. City Finance has asked that the Board consider approving reimbursement to the City for Fiscal Year 2023 expenses of \$230,936.12. Member Hardwick moved to approve reimbursement to the City for said amount; Member Smith seconded the motion; Motion carried.

The Board also directed Mr. Ingram to requisition new check stock from their bank; Bank OZK.

6. Staff Updates

Jacky Cheng provided the Board with an update on website traffic and social media analytics.

Nathan Ingram provided the Board with information on the City's recent approval to engage Placerai, as well as information on the City's recent Citizen Survey.

7. Sponsorships and Applications

The Board discussed, and received some updates, on recent and upcoming sponsorships including; Murph's Surf Shop, Southern Tradition Car Show, Peaberry Film Festival, Bizarre Bash and the Chick-fil-a 5K.

The Board discussed the current request from Bizarre Coffee in the amount of \$10,000 for their upcoming Bizarre Bash.

Member Ramsey moved to approve a sponsorship of \$8,000 for the upcoming November 16th Bizarre Bash; Member Hardwick seconded the motion; Motion carried.

8. Discussion of Request for Proposals for Marketing

The Board discussed a draft RFP for Marketing. All Board members had the opportunity to review the draft and had no further comments or changes. Member Kaylor moved to have the City post the RFP onto the City's and State's website; Member Ramsey seconded the motion; Motion carried.

9. Board Introduced Items**In Honor of Jacki Wickersham**

The Board took a moment to reflect on and remember Member Jacki Wickersham and her recent passing. A bench was ordered in her memory. It will be placed at the Fairways of Canton Golf Course, her employer and close to where she lived.

10. Adjourn

Member Hardwick moved to adjourn; Member Kaylor seconded the motion; Motion carried