

Canton, Georgia

*110 Academy Street
Canton, Georgia 30114*



Minutes - Final - Final

Monday, October 14, 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
Micki Farley*

City Staff:

*Nathan Ingram
Lauren Johnson
Melissa Forrester
Kristin Norton Green
Jacky Cheng
Michael Loizou
Hannah Stringer*

Guests/Visitors:

*Chicka Elloy
Amy Taylor
Jamie Foreman
Thomas Paterson*

2. Approval of Agenda

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

3. Review of Minutes

A. Canton Tourism Board Draft Minutes - August 12, 2024

Attachments: [Minutes - Canton Tourism Board - August 12, 2024](#)

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

4. Public Input

Jamie Foreman provided information on this year's West Main Arts Festival including an attendance number of around 5K, as well as information on the upcoming event scheduled for March 1, 2025 next year. She is requesting a sponsorship funding of \$10,000 for the upcoming event to be held at/around the History Cherokee Center, due to the expected construction along West Main Street.

Amy Taylor (Mill on Etowah) provided some information on Denim Fest as well as the Mill on Etowah's upcoming Christmas events. Mrs. Taylor requested that the Board provide items for distribution at the events, like coloring sheets, event calendars/cards, etc.

Chicka Elloy with Canton City Lifestyle magazine provided the Board with copies of their most recent publication and discussed potential future partnerships.

Thomas Patterson (History Cherokee) presented the Board with information on the upcoming Holiday Homes Tour event scheduled for December 6-7, 2024. They have (7) seven homes slated for touring that Friday evening and Saturday. The Tour sites will be; Jones Building, Southernite Interiors, The Bill and Tina Kell Home, McCanless-Jones-Morgan House, Dick-Johnston House, Jones-Johnston House and Meriwether House. They are requesting a \$1,000 sponsorship for this event.

5. Financials

Mr. Ingram and Mrs. Forrester provided the Board with updated financial information as well as information relative to the upcoming budget. It was noted that staff will be bringing forth in the coming month(s) a draft copy of the budget for the Board's consideration.

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 upcoming presentation by OnPoint Insights on this year's Citizen Survey.

Kristin Norton Green provided the Board with an update on Theatre events and renovation projects.

7. Sponsorships and Applications

Requests from History Cherokee will be considered at next month's Board Meeting.

8. Discussion of RFP for Marketing

Nathan Ingram informed the Board that they received a total of (14) fourteen proposals. Although, four of these proposals did not meet the requirements as laid out in the RFP. Member Hardwick motioned to approve rejecting the proposals that did not meet the requirements as provided within the RFP; Member Kaylor seconded; Motion carried.

Mr. Ingram will provide the Review Committee with copies of the remaining (10) ten proposals.

9. Discussion of Upcoming Presentation to Council

Member Hardwick mentioned that he will work with staff over the coming weeks, to prepare for a presentation to Council at their November 7, 2024 meeting. Member Wright noted that she will assist.

10. Board Introduced Items

The Board discussed the potential purchase of sweatshirts to sell/handout at local events. Member Farley motioned to approve up to \$5,000 for the purchase of these sweatshirts; Member Ramsey seconded; Motion carried.

Member Wright discussed with the Board advertising with Atlanta Parent magazine. Mrs. Wright asked for Lauren Johnson to pull the 2023 layout for reference and asked Finance to make sure that purchase orders are processed as quickly as possible considering time is of the essence. Member Farley motioned to approve up to \$2,000 funding for advertising this year in the Atlanta Parent Magazine; Member Hardwick seconded this motion; Motion carried.

Further discussions were had regarding Canton Tourism tents at Denim Fest and potential postcards to hand out containing event dates.

11. Adjourn

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