

Canton, Georgia

*110 Academy Street
Canton, Georgia 30114*



Minutes - Final - Draft

Monday, September 8, 2025

10:30 AM

**City Hall
110 Academy Street**

Canton Tourism Board

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

*Dana Cox (Chair)
Phil Hardwick
Kirit Patel
Teresa Ramsey
Jamie Smith
Amy Wright*

City:

*Nathan Ingram
Ryan Lockett
Aundi Lesley
Lauren Johnson
Mike Loizou
Jacky Cheng
Adam Dodson*

Guests/Visitors:

Kathy Lyles – History Cherokee

2. Approval of the Agenda

Member Hardwick moved to approve the agenda; Member Wright seconded the motion; Motion carried.

3. Approval of the Minutes**A. Canton Tourism Board Draft Minutes - August 11, 2025**

Attachments: [Minutes - Canton Tourism Board - August 11, 2025](#)

Member Ramsey moved to approve minutes; Member Smith seconded the motion; Motion carried.

4. Public Input

Mike Loizou introduced the influencer program 'Shrpa' to the Board. He provided some information on how the program would work, how content is created by social influencers and how the destination marketing team could use that comment to promote tourism within Canton.

5. Financials

Financials for the month of September were provided. Chair Cox also mentioned that the Finance Committee is currently working on finalizing a proposed budget. The FY 2026 Proposed Budget should be ready for consideration at the Board's October meeting.

6. Old Business

A. Committee Updates

Chair Cox provided updates from the Marketing Committee; indicating that Visitor's Guides were distributed and more were needed, the Container 'Visitors Center' was complete and operational, and the three Billboards were up.

B. Discussion and Possible Approval of Reimbursement of Expenses to the City's General Fund

Mr. Ingram and Mr. Luckett provided the board with an invoice that included expenses that the City has paid on behalf of the Board from May through August. They indicated to the Board that from now on, the City will bring these expenses forward each month for their consideration. Member Wright moved to approve to reimburse the City \$183,272.65, which included expenses from May through August; Member Ramsey seconded the motion; Motion carried.

C. Discussion and Possible Approval of Expenses Relating to the FY 2024 Preparation of Tax Return

Mr. Ingram asked the Board to consider approving the invoice from Murphy CPA in the amount of \$965, for the preparation of the FY 2024 Tax Return. Member Wright moved to approve payment of the invoice from Murphy CPA in the amount of \$965; Member Hardwick seconded the motion; Motion carried.

7. New Business**A. Sponsorships and Applications**

None

8. Board Introduced Items

Chair Cox mentioned to the Board about the desire to update Canton Tourism's application for funding support. Mike Loizou provided some additional information, including a short presentation from their website, on the Shrpa influencer program. Additional information will be provided to the Board regarding the Shrpa program, and consideration will be given at the Board's next meeting. Lauren Johnson briefly mentioned an advertising opportunity that she will share with the Marketing Committee.

9. Adjourn

Member Wright moved to adjourn; Member Patel seconded the motion; Motion carried.