

Canton, Georgia

*110 Academy Street
Canton, Georgia 30114*



Minutes - Final - Final

Monday, August 11, 2025

10:30 AM

**City Hall
110 Academy Street**

Canton Tourism Board

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

*Dana Cox (Chair)
Phil Hardwick
Micki Farley
Kirit Patel
Teresa Ramsey
Jamie Smith*

City:

*Nathan Ingram
Aundi Lesley
Lauren Johnson
Kristin Norton Green
Mike Loizou
Jacky Cheng*

Guests/Visitors:

*Amy Taylor – The Mill on Etowah
Angela McDaniel – Cherokee County Chamber of Commerce
Kathy Lyles – History Cherokee*

2. Approval of Agenda

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

3. Review and Approval of Minutes**A. Canton Tourism Board Draft Minutes - July 14, 2025**

Attachments: [Minutes - Canton Tourism Board - July 14, 2025](#)

Member Cox mentioned that Item 6a should indicate that the sponsorship amount should be \$5,000, instead of the listed \$4,000. Member Farley moved to approve minutes as amended; Member Ramsey seconded the motion; Motion carried.

4. Public Input

No public input was made.

5. Financials

Financials for the months of July were provided. Mr. Ingram also provided the group with a FY 2026 Budget worksheet. Chair Cox mentioned that the Finance Committee would convene, review FY '25 Budget information along with requests from other committees, prepare recommendations, and that a draft would hopefully be provided in September or October.

6. Old Business**A. Discussion and Possible Approval of Expenses Relating to the Outfitting of the Explore Canton Visitor Center at LakePoint Sports Complex**

The Board discussed the various miscellaneous expenses associated with the Visitor's Center. Lauren Johnson identified a number of specific expenses that have already been completed, as well as noting that there would be a few more to finish the stocking and prepping of the Visitor Center. Nathan Ingram mentioned that these miscellaneous expenses were noted when the program was approved back in June. Member Hardwick moved to approve up to \$4,000 in expenses associated with the equipping and marketing of the visiting center; Member Smith seconded the motion; Motion carried.

7. New Business**A. Sponsorships and Applications****i. Riverfest Application**

The Board discussed various ways that they could obtain information regarding attendance at events. Staff members noted that they receive a lot of information and statistics from online applications, like PlacerAi, and will share that information with the Board. Member Cox made a motion to approve \$10,000 sponsorship for Riverfest; Ramsey seconded the motion; Motion carried.

ii. Denim Fest Application

Amy Taylor (The Mill on Etowah) made a presentation on what to expect during this year's Denim Fest. Member Farley made a motion to approve \$10,000 sponsorship for the Denim Fest Event; Smith seconded the motion; Motion carried.

8. Tourism Marketing Presentation - Kristin Norton Green

Kristin Norton Green provided a presentation on Tourism Marketing.

9. Board Introduced Items

The Board discussed the advertising on the Billboards. Mrs. Johnson provided the Board with designs thus far. Member Cox mentioned that the digital board can be changed.

Jacky provided the Board with some website updates. Provided some information on redoing the Explore Canton website via Granicus.

10. Adjourn

Member Farley moved to adjourn; Member Cox seconded the motion; Motion carried.