

Canton, Georgia

*110 Academy Street
Canton, Georgia 30114*



Minutes - Final - Final

Friday, July 9, 2021

3:00 PM

City Hall

Administrative Conference Room

110 Academy Street

Canton Tourism Board

1. Meeting Called to Order (Ms. Kitchen)***Board Members Present:***

*Danielle Kitchen, Chair
Phil Hardwick
Teresa Ramsey
Sabrina Kaylor*

City Staff:

*Nathan Ingram (Assistant City Manager)
Lauren Johnson (Communication & Marketing Specialist)
Adam Dodson (Parks & Recreation Manager)*

Guests/Visitors:

*Lorraine Aragon
Gary Lamb
Penn Hodge
Dana Cox*

Danielle Kitchen called the meeting to order at 3:10 pm

2. Approval of Minutes

- A. Canton Tourism Board Draft Minutes - June 9, 2021 - Attachment 2A

Attachments: [Minutes - Canton Tourism Board - June 9, 2021](#)

Member Ramsey made a motion to approve the minutes as provided; Member Hardwick seconded the motion; Motion carried unanimously

3. Event Funding Proposal Presentations

- A. **Lorraine Aragon - El Dia del Muertos, Event Date - October 31, 2021**

Lorraine Aragon made a presentation on the 'Día De Los Muertos' celebration proposed for October 31, 2021. The Board was presented some details and examples of the event, discussed potential locations for the event, and finally Ms. Aragon informed the Board that she would be obtaining additional information and would bring back to the Board at their August meeting.

- B. **Travis Dockins - PSKA's Kayaking, Event Date - N/A**

Travis Dockins with PSKA Kayaking was unable to attend and present at this meeting. Mr. Ingram provided the Board with some general information regarding PSKA's event, and requested the Board to entertain a presentation at their August meeting. Mr. Penn Hodge (The Mill on Etowah) mentioned the idea of combining this event with their event, the Georgia Wildlife Expo in late August. Mr. Ingram will reach back out to Mr. Dockins and have him consider contacting The Mill on Etowah to discuss this option as well as provide a presentation at the August Tourism Board meeting.

C. Gary Lamb - Canton Fest, Event Date - October 30, 2021

Gary Lamb provided information on the upcoming 'Canton Fest' on October 30, 2021. He would like for Canton to consider partnering with the festival, opening up the festival to both Downtown Canton as well as The Mill on Etowah. Mr. Lamb asked if the City and Canton Tourism would provide use of the stage, security and public works assistance for the event. Mr. Ingram will discuss this idea with City Management and will respond back at the August meeting.

D. Dana Cox - Georgia Wildlife Expo, Event Date - August 21-22, 2021

Pen Hodge (The Mill on Etowah) provided the Board information on the upcoming 'Georgia Wildlife Expo' planned for August 21st & 22nd. The 2 day event will entertain sponsors from local/regional businesses, and Mr. Hodge asked for the Board to consider financial support. Mr. Ingram will provide the Board with a summary of their financial position, and the Board will consider calling a special called meeting the week of July 12th to consider financial support.

4. Old Business

None.

5. New Business**A. Discussion of Event Funding Proposals**

The Board discussed various event funding. Mr. Ingram explained the general process of funding events, and explained the requirements and restrictions that are placed on Hotel/Motel Tax revenue; the primary source of funding for Canton Tourism.

B. Discussion of Potential Ideas/Projects

The Board briefly discussed the projects presented as well as possible future projects.

C. Future Meeting Dates

The Board discussed what days/dates would be best to hold Canton Tourism Board meetings on. After discussion, Member Ramsey made a motion to have normal meetings on the 2nd Thursday of each month at 3pm, starting August 12, 2021. The motion was seconded by Member Kaylor and carried unanimously.

6. Adjourn

Member Kaylor made a motion to adjourn; Member Hardwick seconded the motion; Motion carried unanimously. Adjourned @ 5:02pm