

# **Canton, Georgia**

*110 Academy Street  
Canton, Georgia 30114*



## **Minutes Draft - Draft**

**Monday, March 9, 2026**

**10:30 AM**

**City Hall  
110 Academy Street**

**Canton Tourism Board**

## 1. Call to Order

*Board Members Present:*

*Dana Mallet (Chair)  
Chicka Elloy  
Keith Johnston  
Sabrina Kaylor  
Teresa Ramsey  
Jamie Smith*

*City Staff Present:*

*Aundi Lesley – Staff Liaison  
Anijah Jones  
Ryan Lockett  
Hannah Stringer  
Lauren Johnson  
Jacky Cheng*

*The meeting was called to order at 10:33 AM.*

## 2. Approval of the Agenda

*Member Johnston moved to approve the agenda; Member Ramsey seconded the motion; Motion carried.*

## 3. Review and Approval of the Minutes

A. Canton Tourism Board Draft Minutes - February 25, 2026

Attachments: [Minutes - Canton Tourism Board - February 25, 2026](#)

*Member Johnston moved to approve the minutes; Member Kaylor seconded the motion; Motion carried.*

## 4. Staff Updates

*Lesley will serve as the new staff liaison and will work on training for the board. Her first priority is to finish the new event funding sponsorship process with a goal of having all applications due for the year on August 1st. The option of introducing strategic partnerships was discussed. Johnson gave an update about the completion of Canton visitor guides drop-off at other DMOs throughout the state. She will make a few minor revisions and order more. Cheng provided a kiosk update that is fully up and running and the Ripe hotel booking plugin is also live. Staff also provided meeting dates for the remainder of the year, to be held on the second Monday of the month at 10:30 am. The only exception will be in April, at which time the board will meet with the Chandler Thinks consultant to review the input gathered during the stakeholder interviews and focus groups. This special called meeting will be held on April 28th.*

## 5. Financials

**A. Budget Review**

*Lesley provided a copy of the current budget and noted that the sponsorship line item is over the amount budgeted and the board will likely want to amend the budget.*

**B. Consideration to Approve Reimbursement Invoice from City for Monthly Expenses**

*Luckett and Stringer provided the monthly invoice and supporting documentation through February 28th to the board for consideration. Keith Johnston motioned to approve the invoice for \$61,532.16 with a second from Sabrina Kaylor. Motion carried.*

**6. Old Business****A. Strategic Plan Update****B. Election of Officers****I. Vice Chair Nominees: Keith Johnston and Jamie Smith**

*It was noted that the bylaws require a President, Secretary, and Treasurer and the bylaws should be reviewed later this year. Mallett nominated Keith Johnston as Vice Chair and Jamie Smith as Treasurer. Kaylor seconded. Motion carried.*

**7. New Business****A. Sponsorships and Applications****I. Peaberry Film Festival**

*The board will take action at next month's meeting.*

**II. Women's Premier Soccer League**

*Mallett made a motion to approve funding in the amount of \$15,000 for marketing. Kaylor seconded the motion. Motion carried.*

**III. History Cherokee Kentucky Derby Day**

*Mallett made a motion to approve funding in the amount of \$5000 to be a platinum sponsor. Smith seconded the motion. Motion Carried.*

**8. Board Introduced Items****9. Public Input**

**10. Adjourn**

*Member Mallot moved to adjourn; Member Teresa seconded the motion.  
Meeting adjourned at 11:29 am.*