

Canton, Georgia

*110 Academy Street
Canton, Georgia 30114*



Minutes - Final - Final

Monday, February 10, 2025

10:30 AM

**City Hall
110 Academy Street**

Canton Tourism Board

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

Amy Wright (Chair)
Micki Farley
Kirit Patel
Teresa Ramsey
Jamie Smith

City Staff:

Nathan Ingram
Aundi Lesley
Lauren Johnson
Kristin Norton Green
Michael Loizou
Hannah Stringer

Guests/Visitors:

Jodi Drinkard
Chicka Elloy

2. Approval of the Agenda

Member Farley moved to approve the agenda as presented; Member Ramsey seconded the motion; Motion carried.

3. Review and Approval of the Minutes**A. Canton Tourism Board Draft Minutes - January 13, 2025**

Attachments: [Minutes - Canton Tourism Board - January 13, 2025](#)

Member Smith moved to approve minutes as provided; Member Farley seconded the motion; Motion carried.

4. Public Input

Kristin Norton Green provided the Board with some information on the Peaberry Film Festival. Subsequent this, the Board discussed the idea of highlighting the Theatre, especially given the recent renovations that have occurred. Jodi Drinkard mentioned assisting with highlighting the Theatre in upcoming issues of Historic Canton Magazine.

5. Financials

Mr. Ingram provided the Board with the Budget vs. Actual financials for the period ending January 31, 2025. He noted that this month's financials showed little activity. Mr. Ingram mentioned though that there are several transactions that have just been posted in February. These will be reflected in the February Financials.

6. Staff Updates

A. Discussion of February 20th Presentation to Council

The Board discussed a future Presentation/Update to Council. Board Member Wright mentioned that she will be out of town during the initially proposed date of February 20th. She will discuss the presentation with Mr. Hardwick and will get back to the other board members as well as the City regarding a future date.

B. Social Media Calendar

Lauren Johnson provided the Board Members with an explanation of how the social media calendar could be provided. Member Wright asked about developing a social media plan. Michael Loizou commented that he will send out weekly emails with comments about historic posts along with plans to provide upcoming social media posts. It was concluded that additional ideas and plans will be discussed at a hopeful upcoming retreat.

7. Discussion and Possible Action for Advertising Opportunities

A. Historic Canton Magazine

Jodi Drinkard helped explain some additional details regarding the Historic Canton Magazine publication, specifically mentioning some social media efforts that could be made regarding this publication. Ms. Drinkard informed the Board that the HCM is issued twice per year and provided some statistics on the recent publication. It was noted that there is an outstanding invoice for this past publication in the amount of \$14,000. Member Farley moved to approve payment of this invoice in the amount of \$14,000; Member Ramsey seconded the motion; Motion carried.

8. Sponsorships and Applications

No discussions.

9. Discussion of RFP for Marketing

It was noted that this item will be discussed at the upcoming retreat.

10. Board Introduced Items

A. Discussion of a Half Day Retreat to Discuss Goals and Objectives

Board members discussed the idea of a half-day retreat to discuss current marketing strategies, future goals and objectives. It was agreed that a date in March would be preferable. Staff indicated that we could have an internal staff emcee the retreat, or look for assistance from a few of our partner organizations

(e.g., local EMC's, DCA, etc.). This subject will be further considered and communicated with the Board.

B. Discussion of Board Officers

It was noted that this would be discussed at the retreat, or subsequent meetings.

11. Adjourn

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