

Canton, Georgia

*110 Academy Street
Canton, Georgia 30114*



Minutes - Final - Final

Thursday, December 8, 2022

3:00 PM

**City Hall
110 Academy Street**

Canton Tourism Board

1. Call to Order

Wright called to order at 3:26

2. Review/Approval of Agenda

Hardwick motion, Farley seconded to approve, unanimously approved

3. Review/Approval of Minutes**A. Canton Tourism Board Draft Minutes - November 10, 2022 - Attachment 3A**

Attachments: [Minutes - Canton Tourism Board - November 10, 2022](#)

Farley motion, Hardwick seconded to approve, unanimously approved

4. Public Input/Guests**A. Rick Dione - Wing & Rock, Taste & Brews**

The events are more established and have a further reach. Coming from Florida and Tennessee. Expand in terms of size and scope. Expand to Saturday AND Sunday for T&B. The events are from 7,500 to 15,000 in attendance if the weather is good. We have used services to track attendance, but also use a car parking lot method to count the count the turnover. We need funding for assistance to expand our reach. Have worked with other cities doing radio, billboard, tv ad spots. Would like to use the TB funding for billboards specifically. We can rotate the ad on electronic billboards to different parts of the state and get more reach for the value of funding. Want to establish as a signature event, March 24 & 25 for W&R and Oct. 14 & 15. The two events have very different vendors, which is very unique.

B. Women's Professional Soccer League - Shawn Tolan

Shawn: WPSL tryouts are Jan. 2, will play out of Cherokee High School, CCSD are very excited about the league coming to play at the high school. Georgia Impact Technical Director Fernando: WPSL is the largest league in the world, over 135 teams in 35 states. Robert Roddie is the head coach. 60-70% local players, and other percentage is from all over the country and world – they will be housed over the summer at Reinhardt or in an Air BNB. Match Day experience: Reformation is making a beer for the Soccer Club, fans will gather at the green at the Mill, then head over to the field for the match. We would like to have the City as a strategic partner as the main sponsor to be featured on the shirts. Funding request is \$10,000 as the main sponsor. \$7 ticket per game, \$75 for season pass.

Board Discussion: the more partners we can have to launch our explore Canton branding the better, we can have more traction to negotiate group rates at the Hotels. Farley motions to fund \$10,000 as top tier sponsor of WPSL Canton

League, Kitchens seconded the motion, unanimously approved.

5. Informational Items

A. Financials - Updated Budget - Nathan Ingram

\$48,000 set aside for Designing Local shows on updated budget

B. DMO Update - Angie Busby

Tempest provided presentation on website design, which includes color palette of roadmap; nearing selection of Explore Canton logo; excited about the reach of Explore Canton and the potential success.

6. Old Business

**A. Peaberry Film Festival Funding Request - Discussion
and Possible
Action**

He was asked to work on a breakdown of budget, will provide that soon

B. Wing & Rock/Taste & Brews - Discussion

Ask is for \$5,000 for each event for marketing the events, Kitchens motion to approve as long as the same coverage of marketing is provided for each event, Farley seconded the motion, unanimously approved.

C. Hotelier Reception Update - Discussion

Attended by Hampton Inn and Fairfield Inn & Suites; found the biggest issue with guest is transportation within the City

7. New Business

8. Adjourn

Ramsey moves to adjourn, Hardwick seconds, unanimously approved. 4:38PM