

Canton, Georgia

*110 Academy Street
Canton, Georgia 30114*



Minutes - Final - Final

Monday, January 12, 2026

10:30 AM

**City Hall
110 Academy Street**

Canton Tourism Board

1. Call to Order

Board Members Present:

*Dana Mallett (Chair)
Chicka Elloy
Keith Johnston
Sabrina Kaylor
Kirit Patel
Teresa Ramsey
Jamie Smith*

City:

*Shawn Tolan – Council Member
Nathan Ingram
Ryan Lockett
Hannah Stringer
Aundi Lesley
Anijah Jones
Lauren Johnson
Mike Loizou
Jacky Cheng*

Guests/Visitors:

Amy Leak – The Mill on Etowah

2. Approval of Agenda

Member Ramsey Moved to approve the agenda with the addition of Old Business Item 6A to discuss advertising with the Atlanta Parent Magazine; Member Johnston seconded the motion; Motion carried.

3. Review and Approval of Minutes

A. Canton Tourism Board Draft Minutes - December 8, 2025

Attachments: [Minutes - Canton Tourism Board - December 8, 2025](#)

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

4. Public Input

Jacky Cheng provided the Board with information on: The Kiosk being constructed in the downtown Cannon Park area; Discussions regarding the update on the City's Explore Canton website; Recent google analytics regarding website visits. Jacky proposed that the Board consider a hotel booking plugin for the tourism website; the potential for professional video production, connected TV ads, and paid social media ads.

Aundi Lesley gave the board an update on potential changes to the Canton Tourism's sponsorship application.

5. Financials

A. Consideration to Approve Reimbursement Invoice from City for Monthly Expenses

Invoices from the City for November expenses in the amount of \$30,573.60 as well as December expenses in the amount of \$38,825.72 were provided. Member Kaylor moved to approve reimbursing the City both invoices for November and December expenses; Member Ramsey seconded the motion; Motion carried.

6. Old Business

A. Discussion of Advertising and Marketing Expenses for "Explore Georgia" and "Travel Taste and Tour"

Board discussed the various advertising and marketing opportunities with Explore Georgia, Travel Taste and Tour, and the Atlanta Parent Magazine.

i. Member Johnston moved to approve the \$17,000 invoice from Miles Partnership to advertise within the Explore Georgia Official Travel Guide – Full Page; Member Kaylor seconded the motion; Motion carried.

ii. Member Kaylor moved to approve the \$3,250 invoice from Travel Taste and Tour for the Spring 2026 Full Page Ad; Member Elloy seconded the motion; Motion carried.

iii. Member Johnston moved to approve a \$1,295 invoice to advertise in the Atlanta Parent Magazine – Family Fun Guide; Member Smith seconded the motion; Motion carried.

B. Strategic Planning

Chair Mallett provided the Board with some updated information on Tourism Strategic Planning Services with Chandler Thinks. Chandler Thinks provided Canton Tourism & Explore Canton, with a proposal for \$33,900. It was noted, the various entities across Georgia, as well as other states, that Chandler Thinks has worked with. They were among one other, as the leading proposer for these services. It was recommended to engage Chandler Thinks for these services. Member Johnston moved to approve the engagement of Chandler Thinks at a cost of \$33,900 for these planning services; Member Kaylor seconded the motion; Motion carried.

C. Discussion of Annual "Explore Canton" Event on April 17, 2027

Member Mallett provided some additional information on discussions and planning of a music event in Canton on April 17, 2027. The hopes for this event that it will have a number of music performers, both opportunities for local musicians to showcase their talents as well as ticketed events for more regional/nationally known musicians.

7. New Business

A. Sponsorships and Applications

Southern Tradition

The Board discussed the Southern Tradition Car Show, historic attendance numbers. Southern Tradition has requested a \$5,000 sponsorship. Member Ramsey moved to provide a \$5,000 marketing sponsorship to Southern Tradition; Member Kaylor seconded the motion; Motion carried with Member Johnston opposing.

Etowah Wildlife Expo

The Mill on Etowah representative Amy Leak provided the Board with information on the upcoming Etowah Wildlife Expo slated for March 7th & 8th. This will be a two-day event, that will include a number of vendors and many wildlife/animal exhibitions. It was noted that the event has historically attracted thousands of attendees, many from outside the local area. The Mill on Etowah is requesting a \$15,000 sponsorship to cover marketing and promotion of the event. Member Kaylor moved to approve the requested Gold Level sponsorship of \$15,000; Member Elloy seconded the motion; Motion carried.

8. Adjourn

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