

Canton, Georgia

*110 Academy Street
Canton, Georgia 30114*



Minutes - Final - Final

Monday, May 12, 2025

10:30 AM

**City Hall
110 Academy Street**

Canton Tourism Board

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

*Micki Farley
Kirit Patel
Amy Wright
Dana Cox
Jamie Smith
Teresa Ramsey*

Others Present:

*Kathy Lyles
Jacky Cheng
Aundi Lesley
Lauren Johnson
Michael Loizou
Hannah Stringer*

2. Approval of the Agenda

- *Jamie Smith motioned to approve*
- *Micki Farley seconded*
- *All approved*

3. Review and Approval of the Minutes**A. Canton Tourism Board Draft Minutes - April 14, 2025**

Attachments: [Minutes - Canton Tourism Board - April 14, 2025](#)

- *Micki Farley motioned to approve*
- *Teresa Ramsey seconded*
- *All approved*

4. Financials

- *Dana Cox motioned to approve the reimbursement to the City in the amount of \$446,639.53*
- *Micki Farley seconded*
- *All approved*

5. Fiscal Year 2026 Budget Requests to the City

The board discussed refining the budget to include anticipated items and projects for the following year; board will determine those items on or by the next board meeting in June

6. Discussion of a Presentation to Council

Amy Wright, Dana Cox, Jacky Cheng, and Lauren Johnson will meet to develop presentation to give on the June 5 Council Meeting

7. Discussion and Potential Appointment of Officers

- *Teresa Ramsey made a motion to appoint Dana Cox to board chair and Amy Wright to vice chair – both in the interim through 2025 year end*
- *Micki Farley seconded*
- *All approved*
- *Dana Cox made a motion to appoint Micki Farley as board treasurer*
- *Teresa Ramsey seconded*
- *All approved*

8. Discussion and Possible Action for Advertising Opportunities**A. Discussion of Historic Canton Magazine**

Dana Cox briefed the board on the recent meeting with the magazine editor and publisher Jodi Drinkard and Rebecca Johnston and the board's marketing committee on May 7. The group's discussion included having less articles and more call to actions; clearer and trackable ties to social media; online version to have hyperlinks to Explore Canton for further details about businesses featured. The group also talked about a revised distribution plan of the magazine to include a postcard mailer to 12,000+ identified addresses to "save the date" for the next magazine edition release with a QR code to online edition and to mail a physical copy of the magazine to a set of 1,500 newly identified addresses.

9. Sponsorships and Applications**A. Discussion of Possible Support of the Canton Main Street Board's Kiosk Project for Downtown Canton**

Dana Cox provided a status update on the kiosk in downtown project. Main Street has approved funding the kiosk contingent upon Council approval. The board discussed the logistics of the kiosk, ie, updates, QR codes for more information, ADA accessibility. The board decided to delay a vote on approval of funding until Council receives more information on the project at their May 15 meeting and officially approves the project.

10. Staff Updates

Jacky Cheng discussed a meeting that he and Lauren Johnson had with MTN – a connected TV ads provider. This type of ad is the fastest grow in the industry; \$18-20 per CPM. Ads are placed on your selected "interest" to target a specific audience, and viewer can not click past the ad. They will continue to research.

11. Board Introduced Items

- Board discussed members' nominations to committees.*
Jamie Smith made a motion to approve committees with the following members:
- *Finance – Micki Farley, Phil Hardwick, Kirit Patel*

- *Community Engagement – Micki Farley and Teresa Ramsey*
 - *Marketing – Amy Wright, Jamie Smith, Dana Cox*
- Micki Farley seconded*
All approved

12. Adjourn

- *Dana Cox made a motion to adjourn the meeting*
- *Micki Farley seconded*
- *All approved*