

Canton, Georgia

*110 Academy Street
Canton, Georgia 30114*



Minutes - Final - Final

Monday, April 14, 2025

10:30 AM

**City Hall
110 Academy Street**

Canton Tourism Board

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

***Phil Hardwick (Vice-chair)
Dana Cox
Micki Farley
Kirit Patel
Teresa Ramsey
Jamie Smith***

City Staff:

***Nathan Ingram
Ryan Lockett
Lauren Johnson
Mike Loizou
Jacky Cheng***

Guests/Visitors:

***Lisa Marie Haygood
Stephanie Gibbons
Kathy Lyles
Judy Bishop***

2. Approval of the Agenda

Member Farley moved to approve the agenda; Member Cox seconded the motion; Motion carried.

3. Approval of the Minutes**A. Canton Tourism Board Draft Minutes - March 26, 2025**

Attachments: [Minutes - Canton Tourism Board - March 26, 2025](#)

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

4. Public Input

Lisa Marie Haygood and Stephanie Gibbons provided the Board with some information on the upcoming Chick-fil-a 5K run, the largest in the state. It was pointed out that the race is a Peachtree qualifier, draws more than 3,000 participants, as well as many supporters, and is one of the largest in the state.

Kathy Lyles and Judy Bishop provided the Board with some information on History Cherokee and the Derby Days.

5. Financials

Mr. Ingram took this opportunity to introduce Ryan Lockett, the City's new Finance Director, to the Board. Financials for the months of February and March were provided. Mr. Ingram mentioned to the Board that the City will distribute funds allocated to the Board before its next meeting, and in turn ask

that a reimbursement back to the City is approved. This will help clarify the Board's balance sheet.

6. Staff Updates

A. Membership to the Southeast Tourism Society

Lauren Johnson provided the Board with some information on membership to the Society and explained some of the membership benefits.

Jacky Cheng provided the Board with some online analytics

7. Recap of the 2025 Retreat

Members of the Board discussed some of the topics discussed during the retreat; the need and benefit of forming committees to handle some of the workload (e.g., Marketing Committee, Finance/Budget Committee, Community Development and Engagement Committee), application process for sponsorship requests, and the appointment of officers.

8. Discussion of a Presentation to Council

The Board discussed the importance of presenting and providing to Council information as to the accomplishments and goals of the Canton Tourism Board. They will aim for making a presentation to Council on June 5th. Jacky Cheng will provide some analytics for the presentation at the next meeting.

9. Committee Discussion and Possible Appointments

The Board will send out an email to ascertain each Board members nominations and/or interest in being an officer. They will consider nominations and appointments at the next meeting.

10. Discussion and Possible Action for Advertising Opportunities

A. Historic Canton Magazine

It was noted that Historic Canton Magazine was currently working on the upcoming publication. The Board directed staff to make sure that the publisher was directed to provide sufficient notification ahead of time for their next publication. This would provide the Board with ample time to consider as well as an opportunity to provide information and directions on articles should an engagement be reached. Member Cox moved to fund the current publication the requested \$14,000; Member Farley Seconded; Motion carried

11. Sponsorships and Applications

A. Murph's Surf Shop

Discussion was made regarding last year's approval. Member Farley moved to

withdraw/rescind that approval; Member Ramsey seconded; Motion carried with Member Cox abstaining due to a potential conflict of interest

B. Chick-Fil-A 5K

The organizer originally asked for \$6K, although they have indicated that there is a spot for their \$10K Platinum sponsorship level. Member Cox mentioned that the Board should be mindful of how much of Canton Tourism's funding is spent on advertising and marketing. Member Cox moved to approve \$6K as applied, and staff to make sure that we are maximizing our advertising efforts on this project; Member Farley seconded; Motion carried.

C. Peaberry Film Festival

Lauren Johnson provided the Board with some information regarding the funding request for \$10,000. The event is to be held in October. Most of his expenses were for marketing. Member Cox mentioned that we need to make sure that CTB is the 'presenting sponsor', given the \$10K request. Member Cox suggested that the Board consider a \$6K sponsorship. Member Ramsey moved to sponsor \$6K; Member Farley seconded the motion; Motion Carried

D. History Cherokee Derby Days

The organizer requested a \$5,000 Sponsorship for Derby Days. Kathy Lyles and Judy Bishop provided a brief explanation of the yearlong project to host this event. Member Cox moved to approve the \$5K as presented; Member Ramsey seconded the motion; Motion carried.

12. Board Introduced Items

Member Cox mentioned that we should provide a monthly stipend that City staff could use at their discretion for marketing activity on behalf of the Board. Jacky provided the Board with some general information on online marketing costs. Member Cox mentioned to the Board that we could create a formal proposal for 'Explore Georgia'. This subject will be discussed further with a Marketing Committee once established.

13. Adjourn

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