

Canton, Georgia

*110 Academy Street
Canton, Georgia 30114*



Minutes - Final - Draft

Monday, June 9, 2025

10:30 AM

**City Hall
110 Academy Street**

Canton Tourism Board

1. Call to Order

Board Members Present:

Dana Cox (Chair)
Phil Hardwick
Micki Farley
Teresa Ramsey
Jamie Smith

City:

Nathan Ingram
Aundi Lesley
Lauren Johnson
Mike Loizou
Jacky Cheng
Hannah Stringer

Guests/Visitors:

Kathy Lyles – History Cherokee

2. Approval of Agenda

Member Hardwick Moved to approve the agenda; Member Farley seconded the motion; Motion carried.

3. Review and Approval of Minutes

A.

Attachments: [Minutes - Canton Tourism Board - May 12, 2025](#)

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

4. Public Input

No public input was made.

5. Financials

Financials for the months of February and March were provided.

6. Old Business

A. Committee Discussions & Updates

i. Finance: Fiscal Year 2026 Budget

The Board discussed the proposed budget. Staff informed the Board that the Council will not adopt the City budget until August. Board indicated that they will take action on the Tourism Budget subsequent Council approving a final City FY 2026 Budget.

ii. Marketing

Chair Cox provided the board with information on some marketing projects that will be considered within the FY '26 Budget.

iii. Community Engagement

The committee has yet to meet. It was noted that Jacky attended the Tourism & Marketing College at Mercer, and will provide information to the Community Engagement committee at their meetings. Aundi notified the Board of the new local basketball team (GA Kangaroos), a semi-professional basketball league.

B. Discussion of a Presentation to Council

It was noted that the presentation was moved, due to staff not being present at the June 7th meeting, to Council's July 3rd meeting.

7. New Business

A. Discussion of Potential LakePoint Partnership for Advertising and Marketing

Member Cox provided the Board with information on a potential partnership with LakePoint Sports, a sport development in Emerson, GA. Member Cox along with a handful of staff members, made a site visit to LakePoint and met with representatives of the development. Discussions surrounding the development's 'Container Alley', a retail and marketing alley where visitors must pass thru upon entering the complex, where the City could post marketing/advertising material to patrons. Canton Tourism could also provide gaming consoles for guests via a revenue sharing program with a local gaming vendor. The advertising cost would be ~\$35,000/year for the container shop. Cox made a motion to approve a contract with LakePoint Sports for the marketing/advertising campaign; Farley seconded the motion; Motion carried.

B. Discussion of Marketing & Advertising on Billboards

The Board discussed the ideas of advertising 'Explore Canton' on regional billboards. Ms. Cox mentioned that one potential location could be adjacent to the LakePoint Sports development. Cox made a motion to approve a twelve-month billboard program at a cost of ~\$5,250/month, in addition to some upfront production costs; Hardwick seconded the motion; Motion carried.

C. Advertising/Marketing Opportunities

i. Atlanta Magazine

Lauren Johnson did mention to the Board that the Atlanta Magazine deadline had passed.

D. Sponsorship Applications

None.

8. Staff Comments

9. Board Introduced Items

Jacky Cheng provided the board with some information regarding his trip to Mercer, for the Tourism Marketing College. He gave a brief summary of what was addressed during these classes.

The Board also discussed some details/information on the Historic Canton Magazine publication.

The Board also discussed an annual event with stakeholders, engaging , to make sure the community is aware of what is being accomplished.

10. Adjourn

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