

Canton, Georgia

*110 Academy Street
Canton, Georgia 30114*



Minutes - Final - Draft

Monday, December 9, 2024

10:30 AM

**City Hall
110 Academy Street**

Canton Tourism Board

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

***Phil Hardwick
Sabrina Kaylor
Teresa Ramsey
Micki Farley
Amy Wright (via Phone)***

City Staff:

***Nathan Ingram
Aundi Lesley
Lauren Johnson
Michael Loizou
Hannah Stringer***

Guests/Visitors:

***Randy Gravly, Tri-State
Jodi Drinkard (via Virtual), Tri-State
Amy Taylor, The Mill on Etowah
Dana Cox, The Mill on Etowah***

2. Approval of Agenda

Member Farley Moved to approve the agenda as presented; Member Ramsey seconded the motion; Motion carried.

3. Review of Minutes**A. Canton Tourism Board Draft Minutes - October 14, 2024**

Attachments: [Minutes - Canton Tourism Board - October 14, 2024](#)

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

4. Public Input

Dana Cox provided the Board with an update and further details regarding the upcoming March 8th 'Wildlife Expo'. She also mentioned a number of partner events.

A. Presentation by Enjoy Cherokee's Jodi Drinkard - Results from the FY 2024 Advertising Campaign

Enjoy Cherokee's (Tri-State), Jodi Drinkard and Randy Gravely, provided a presentation on the prior year's marketing campaign that ran FY 2023-24.

5. Financials

Mr. Ingram provided the Board with a draft of a proposed Budget for FY 2025.

He discussed the funding through FY 2024 and how it will provide some use of Fund Balance into FY 2025.

Member Ramsey moved to approve the proposed Budget for FY 2025; Member Kaylor seconded the motion; Motion carried.

6. Staff Updates

A. Discussion of a Possible Presentation/Update to Council

The Board discussed a future Presentation/Update to Council. Date to be determined.

Mike Loizou provided some up-to-date analytics on visitation to Explore Canton as well as Explore Canton's social media channels.

Lauren Johnson discussed a recent marketing campaign with Atlanta Parent Magazine.

Lauren Johnson discussed a meeting she had with Cherokee County School District's High School Business and Marketing Teachers, and potentially collaborating with the local DECA program students to serve as event ambassadors for Explore Canton.

7. Sponsorships and Applications

A. Discussion and Approval of History Cherokee \$1,000 Sponsorship of the Holiday Tour of Homes

Member Farley moved to approve a \$1,000 sponsorship to History Cherokee for their Holiday Tour of Homes; Member Kaylor seconded the motion; Motion carried.

B. West Main Arts Festival Requested \$10,000 Sponsorship

It was noted that this year's festival will take place in the Brown Park area. Member Farley moved to approve a \$10,000 sponsorship of the West Main Arts Festival; Member Kaylor seconded the motion; Motion carried.

C. WPSL Sponsorship Discussion for 2025

Cherokee Impact will be asked if they can make a presentation at next month's meeting, a decision on sponsorship will be made at that time.

8. Discussion of RFP for Marketing

Phil Hardwick mentioned to the Board that the RFP Review Committee will be meeting just after this regular Board meeting.

9. Board Introduced Items

None.

10. Adjourn

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