

Canton, Georgia

*110 Academy Street
Canton, Georgia 30114*



Minutes - Final - Draft

Monday, June 10, 2024

10:30 AM

**City Hall
110 Academy Street**

Canton Tourism Board

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

*Jacki Wickersham
Micki Farley
Phil Hardwick
Jamie Smith
Amy Wright*

City Staff:

*Lauren Johnson
Kristin Norton Green
Michael Loizou
Jacky Cheng*

Guests/Visitors:

*Stefanie Gibbons
Lisa-Marie Haygood
Dana Cox
Amy Taylor*

2. Approval of Agenda

Remove 6B

Micki motion to approve, Jamie seconded, unanimously approved.

3. Review and Approval of Minutes**A. Canton Tourism Board Draft Minutes - May 13, 2024 - Attachment 3A**

Attachments: [Minutes - Canton Tourism Board - May 13, 2024](#)

Phil motion to approve, Jacki seconded, unanimously approved.

4. Public Input/Guests

1. Chick fil A presents brings attention to the City. Second largest 5k in the State of Georgia. Explore Canton on sleeve of shirt with 2,500-3,500 shirts. Aug. 17 in Etowah River Park. Requesting \$5,000 sponsorship.

2. Jacky presented updated numbers on Explore Canton – 25,000 total users to date, 3,200 average users a month for website. 57 google searchers have found Explore Canton, 23 have found Explore Canton through direct search. 14 referrals through Murph's Surf. Top Cities of users: Atlanta is 28%, Canton 18%. Facebook 1600 followers; Instagram 1100 followers; Newsletter 455+ subscribers.

5. Financials

Nothing to report.

6. Old Business

**A. Review and Possible Action of Funding Application - Chick-fil-a
5K Run**

Motion to approve by Jacki, Phil second, unanimously approved.

B. Discussion of Request for Proposals for Marketing

7. Board Introduced Items

Atlanta Parent Magazine Top 10 Ad to consider in the future

Possible change to date of July meeting; TBD

8. Adjourn

Micki motion to adjourn, Jacki second, unanimously approved.