



Meeting Minutes

Douglas County Travel and Tourism, Inc.

Board of Directors

Regular Meeting

(03/26/2020)

Teleconference Via Zoom

CALL TO ORDER 9:30 AM

Dorsha Simmons

ROLL CALL

Evony Hammonds

Dorsha Simmons, President (present)
Coriya Burns Falker, Vice-President (present)
Marjorie Stansel, Treasurer (present)
Charmaine DePass (present)
Susan Henderson (absent)
Dr. Ramona Jackson Jones (absent)
Jamil Foster (present)
Scot Gladstone (present)

INVOCATION

Dorsha Simmons

GUESTS

Michael Hightower – The Collaborative Firm (TCF)
Torri Hill – The Collaborative Firm (TCF)

APPROVAL OF THE MINUTES

Coriya Burns Falker

Motion: To approve the minutes from March 11, 2020 as presented.
Motion – Coriya
Seconded – Dorsha
Approved - unanimous

ADOPTION OF THE REGULAR MEETING AGENDA

Dorsha Simmons

Motion: To approve the DCTT's Board of Directors Regular Meeting Agenda as Presented.
Motion – Scot
Seconded – Marjorie
Approved – unanimous

OFFICER REPORTS

President

Dorsha – Board members received president report via email. She read the report and there were no questions or comments.

Treasurer

Marjorie – She recently obtained DCTT financial data. She will present a report at the next Board meeting. All Board members will receive a copy of checks and invoices to review.

UNFINISHED BUSINESS

DCTT By-Laws

Article 1 – No modifications

Article 2 – No modifications

Article 3 - Revisions

Section 1

Motion: To be added under the meetings section “Meetings shall be held monthly at such time and place shall established by directors”.

Motion – Coriya

Seconded – Marjorie

Approved – unanimous

Article 4 - Revisions

Add Section 4 – “Budget”

Dorsha recommended adding budget oversight.

Motion: Add section 4 Under Article 4 that the “Board of Directors shall have final authority in adopting or amending the DCTT budget.”

Motion – Marjorie

Seconded – Coriya

Approved – unanimous

Article 5 – Revisions to be revisited at next board meeting

Section 6 - “Treasurer “

Dorsha recommended to consider adding - “Treasure shall bring the proposed expenditures to the Board of Directors for approval” and to add an up to \$1,000 spending threshold without Board’s approval.

Marjorie - Suggests additional research for the proposed change

Scot – Agrees with Marjorie. There needs to be a way to call or email for approval prior to our next Board meeting.

Article 6 – Revisions

Dorsha cited that there are two articles 6. Last meeting Board voted to include an article 7, but today Board needs the second article 6, to become 7.

Motion: To amend the Article 6 Amendments to Article 7.

Motion – Coriya

Seconded – Charmaine

Approved – unanimous

Motion: To amend the Article 7 Voting to Article 8 Voting.

Motion – Coriya

Seconded – Marjorie

Approved – unanimous

Article 6 – Revisions to be explored at our next Board meeting.

Marjorie- In the officers and directors section recommends adding a section to indemnify the employees and directors from any legal actions. Marjorie will send an email to the Board and staff with additional information on this topic.

1. The Collaborative Firm

Collin gave a brief history on TCF, Previous Hotel/Motel Tax, and current status. She expressed the money wasn't delivered to DCTT until a month after BOC voted on TCF. Dorsha – Expressed the need to see progress on DCTT/TCF projects. Payment comes after progress.

Dorsha – TCF is asked to give consulting, DCTT Staff verifies and executes recommendation. Dorsha requested staff to use a project management tool and explained that staff is using Trello Project Management Board.

Coriya – How was TCF selected? - Dorsha: BOC, several commissioners approved TCF, based on the body of work already done by TCF with the county.

Marjorie – Will the Black History video include older African American residents of our community? Collin: Yes

2. Awarding Research Study Contract

DCTT staff sent out an RFP to five companies and received two replies. Staff is reviewing and will have a synopsis for the Board to vote and award the contract to by next meeting. The purpose of this study is to verify if DCTT's current marketing plan is on track.

Dorsha: How much is budgeted for the contract? Collin: \$100,000 was budgeted, but we may not need this much.

Dorsha: How much is DCTT's annual budget? Collin: \$349k

Dorsha: How much do you spend a year on training for Evony/Collin? Collin: It varies from year to year. Evony does not receive training. About less than \$10k.

Dorsha: \$100k is a lot of money on a research project. She believes in investing people and would like to do so moving forward.

Collin: Both RFP bids we received were between \$55k - \$60k.

Marjorie: Should we hire our own researcher to get things done quicker? Collin: It's very detailed. It involves several tourism hotel/motel tools that we are not capable of doing in-house. Collin recommends tourism professionals do this project.

3. Air DNA Subscription Opportunity

Motion: To approve a \$2880 subscription to Air DNA.

Motion – Marjorie

Seconded – Scot

Votes – 3-3

FAILED: Motion fails for lack of four affirmative votes

Yes - Coriya, Marjorie, Scot

No - Dorsha, Charmaine, Jamil

Collin – STAR Report is a monthly subscription to tell us everything we need to know about our hotel/motels. In the past, DCTT has been given the report by Douglasville CVB at no charge. Now, the Douglasville CVB would like DCTT to pay the cost of Air DNA. This report will give DCTT more of an insight into short-term rentals. Cost is \$2880.00.

Jamil – His hotel receives the STAR Report and he is willing to share, but he does not have an Air DNA subscription.

Scot – He would like to receive a copy of the Air DNA subscription for local hotels.

Jamil – Are Airbnbs paying into hotel/motel tax?

Collin - They are not. That's why we would like to garner the Air DNA report.

Dorsha – Until there is legislation from the Douglas County BOC to collect Airbnb tax, it doesn't make sense to get a subscription.

Scot – This report would give us an idea of potential revenue.

4. Spending Procedures

Collin: A quick turn around on some project spending. DCTT Staff will need leeway to take advantage of some advertising opportunities that acquire approval prior to an upcoming Board meeting.

Dorsha – The more detailed the budget is, the less problems we will have. She would prefer a mix of marketing including radio and social media. DCTT's advertising needs a broader reach.

Collin - Southern Living ads runs in a specific travel section that reaches a wide audience.

Evony – From the Southern Living Ads, DCTT receives a national audience, which provides mailing leads. DCTT Staff sent our 200 post cards during the week of March 8, 2020. 150 additional mailings will be sent once rack cards for the "Hydrangea Fest" are delivered to the DCTT office.

Dorsha – The Board should set metrics on what is successful and what is not successful. In addition, for the hotels, when people are checking-in and out, are you able to find out how guests are finding your hotels?

Scot – The only way we would be able to know this information is by placing a digital ad and tracking clicks.

Dorsha to Coriya– Do you feel there's value in radio ads?

Coriya – Yes, we can request analytics via radio ad.

Scot – We also need to discuss with hotels management their need times to fill hotels, when placing ads.

Dorsha - Additional conversation will continue as we move forward, as the Board becomes well versed in DCTT's specific marketing needs.

5. Secretary of State Requirements

Collin – It's time to submit the Secretary of State paperwork. When the DCTT 501c6 corporation was established, DC County Administrator, Mark Teal's name was listed as the registered agent. He would like to be removed and suggests Collin should be added.

Marjorie – No vote needed

Dorsha – Keep the board abreast and of any documentation required by federal, state or local governments.

ANNOUNCEMENTS

Dorsha – Is the DCTT Staff working from home amid COVID-19?

Collin – Yes. 9am-2pm work hours.

NEXT MEETING: 04/08/2020

Unfinished Business

The Collaborative Firm

Bylaws – additions and revisions

Strategic plan contract

Covid-19 accommodations for hotel/motel staff and/or guests

ADJOURNMENT – 11:04 AM