

Meeting Minutes



Douglas County Travel and Tourism, Inc.

Board of Directors

Special Called Meeting

(04/16/2020)

Teleconference Via Zoom

CALL TO ORDER @ 9:06am

Dorsha Simmons

ROLL CALL

Evony Hammonds

Dorsha Simmons, President (Present)

Coriya Burns Falker, Vice-President (Present)

Marjorie Stansel, Treasurer (Present)

Charmaine DePass (Absent)

Susan Henderson (Absent)

Dr. Romona Jackson Jones (Present)

Jamil Foster (Present)

Scot Gladstone (Present)

ADOPTION OF THE SPECIAL CALLED MEETING AGENDA

Motion: Madame Vice-President makes a motion to approve the DCTT's Board of Directors Special Called Meeting agenda as presented.

Second: Madame Treasurer

Votes 5-0

Approved Unanimous

GUESTS

Michael Hightower – The Collaborative Firm

Torri Hill – The Collaborative Firm

Lalohni Campbell – Per Se Media Group

ACTION ITEMS

Dorsha Simmons

1. Approval to move forward with The Collaborative Firm's recommendation to use Per/Se Media Group to implement a Covid-19 Digital Marketing Plan (Why Douglas County?).

Madame President: Presents an edited version of the proposed Per Se Media Group plan.

Per Se Media is to do no media buying, only boosting posts.

Social Media should incorporate the Three Pillars.

Focus on Instagram and Facebook only, via DCTT established platforms.

Contract with Per Se Media Group will be a 15-week project beginning April 20, 2020, and ending July 31, 2020, in the total amount of \$24,000.

Per Se Media will submit invoices and detailed analytics reports to DCTT staff every Friday.

Per Se Media will receive payment of \$1600 every Friday for work executed.

The project's final reach goal is 1.5M people.

DCTT staff will upload invoices and analytics reports to the DCTT Board folder on the G-Drive.

DCTT staff will assist Per Se Media Group by providing attraction and stock photos.

Per Se is responsible for the purchase of any additional photos, images, or video.
In the future, if this project provides a satisfactory ROI, then the DCTT Board may consider a separate project that moves forward with email, a blog, and other digital elements.

Motion: Madame President makes a motion to accept amendments to the proposal and approve a contract as such amended.

Seconded: Madame Treasurer

Votes – 5-0

Approved Unanimous

2. Approval to pay The Collaborative Firm's invoices:

#1 in the amount of \$4350.00

#2 in the amount of \$5525.00

#3 in the amount of \$4550.00

Motion: Madame Treasurer makes a motion to approve The Collaborative Firm's invoice #1 in the amount of \$4,350.00, invoice #2 in the amount of \$5,525.00 and invoice #3 in the amount of \$4,550.00.

Seconded: Scot

Votes- 5-0

Approved Unanimous

ANNOUNCEMENTS:

Madame President:

DCTT staff directed to only accept invoices that are detailed with deliverables and/or billable hours with Staff names. Invoices are not to include meetings with staff or Board.

Board of Directors should be prepared to discuss the Johnson Family Media contract at the next meeting.

Board of Directors encouraged to look at MOU and provide recommendations for vendors to The Collaborative Firm.

Madame Vice-President: a reminder to everyone to "follow" DCTT on social media and engage.

Madame Chair: Expressed her pleasure in the Board and the direction it is heading.

NEXT MEETING: 05/13/2020

ADJOURNMENT: 9:27am