



Douglas County Travel and Tourism, Inc.
Board of Directors - Meeting Minutes
Regular Scheduled Meeting

(1/12/2022 @ 10:30 AM)

Teleconference Via Zoom

CALL TO ORDER @ 10:30 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 (Present)
Terence Eady (Present)

INVOCATION

Dorsha Simmons

ADOPTION OF THE REGULAR MEETING AGENDA

Dorsha Simmons

Motion: Madam Vice President
Seconded: Charmaine
Approved: Unanimous

APPROVAL OF MEETING MINUTES

Dorsha Simmons

1. Regular Scheduled Meeting 12/8/2021

Motion: Madam Vice President
Seconded: Charmaine
Approved: Unanimous

OLD BUSINESS

Evony Hammonds

1. Holiday Exploration
2. Bandwango Renewal
3. Updates: Museum Signs, Trail Signs, Kiosk

Madam President – When Trails signs installation, she would like a photo-op with DCTT BOD and Douglas County BOC. Also requested an event for the Agri-Trail Exploration Challenge to showcase the community garden.

4. 2022 Proposed Budget
5. 2022 Marketing Plan

NEW BUSINESS

Evony Hammonds

1. Black History Month Exploration Challenge
2. Boundary Waters Wayfinding Signage
3. STR Report

4. Arrivalist Update

Madam Vice President – Encouraged more Stories on social media and targeting Tampa/St. Petersburg and Asheville

5. SEO Update

6. ORKs – 2021 4th QTR

OFFICER REPORTS

President

Dorsha Simmons

1. 2022 MOU

Madam President explained the 2022 MOU was sent to her for signature as the unedited version from 2021. The county lawyer, Michael Coleman, is revising the 2022 MOU.

Michael Coleman – Shared the 2022 MOU should be ready by the next DCTT BOD meeting.

2. Foxhall HMT

Madam Chair and Douglas County Lawyer Michael Coleman - Answered questions and detailed plans on how Foxhall plans to use HMT.

Madam President – Explained DCTT would not be able to use other DCTT HMT to assist in marketing for Foxhall if Foxhall does not contribute.

Susan: Asked how long the Foxhall HMT usage will remain in place?

Michael Coleman: 30 – 40 years

Madam Chair: Requested for County Attorney to put DCTT as DMO to receive Foxhall HMT marketing taxes.

3. Updated Disclosure Forms: reminded directors to submit 2022 forms

- Madam President – Requested a headshot from all board members for the website and 2021 annual report.

-Evony: Requested board feedback on COVID-19 procedures for the office.

Madam President recommended COVID-19 weekly testing or vaccinations, usage of masks, and addendum to contract. Madam Treasurer agreed.

-Madam President: Shared the county will begin to advertise for the two open DCTT BOD seats on 1/25.

Treasurer

Marjorie Stansel

1. DCTT Accounting

Madam President – Shared there with the board, per Madam Treasurer's request, for accounting purposes, Evony's contract will be amended to reflect payment on the 28th of every month.

2. 2021 Taxes/Auditing

Evony – Shared details on a conversation with the accounting firm.

ACTION ITEMS

- To approve renewal of the Bandwango contract in the amount of \$14,500.00.

Motion: Madam Vice President

Seconded: Madam Treasurer

Approved: Unanimous

- To approve the Black History Month Exploration Challenge in the amount of \$21,200.00.

Motion: Madam Vice President

Seconded: Madam Treasurer

Approved: Unanimous

- To approve 2022 DCTT Budget in the amount of \$581,250.00.

Motion: Madam Treasurer
Seconded: Madam Vice President
Approved: Unanimous

- To approve 2022 DCTT Marketing Plan.

Motion: Madam Vice President
Seconded: Susan
Approved: Unanimous

- To approve HLB Gross Collins to prepare DCTT's 2021 Audit and 990 in the amount of \$XXX.

Motion: Terence
Seconded: Madam Vice President
Approved: Unanimous

ANNOUNCEMENTS

Madam Treasurer – Shared details on American Chestnut Tree ribbon cutting at Foxhall on February 25th.
Evony – GA State Parks Guide is now available.

NEXT MEETING: 2/9/2022 @ 10:30 AM

ADJOURNMENT @ 11:55 AM