



Douglas County Travel and Tourism, Inc.  
Board of Directors

## Meeting Minutes Regular Scheduled Meeting

(1/13/2021 @ 10:30am)

Teleconference Via Zoom

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

INVOCATION

ADOPTION OF THE REGULAR MEETING AGENDA Dorsha Simmons Motion: Madam Vice President  
Seconded – Jamil  
Approved – Unanimous

APPROVAL OF MEETING MINUTES Dorsha Simmons 1. Regular Scheduled Meeting 12/17/2020  
2. Special Called Meeting 12/21/2020  
Motion: Madam Vice President  
Seconded – Charmaine  
Approved – Unanimous

NEW BUSINESS Evony Hammonds 1. 2021 DCTT Budget

Evony – Presented the 2021 budget.

Madam President – Requested a line item/budget for postage and printing in the Operations section.

Madam Vice President – Asked for clarification on the Graphic Design line item.

Madam President – Requested Evony to revise the Graphic Design section and move general needs to Operations.

Madam Vice President – Referenced the proposed kiosk at the museum, she asked if DCTT would own or rent the Kiosk.

Evony – Shared DCTT would own the kiosk.

Madam President – In reference to the history trail, asked if the locations on the proposed trail know they are a part of the trail, as they should be fully aware of it for support and marketing efforts.

Evony – Explained this is a brand-new trail and all efforts would be created from beginning to end.

Madam President – Asked Evony when is National Tourism Week?

Evony – Replied the first week of May

Madam President – Requested marketing efforts and a budget to celebrate that week.

2. Admin/Social Media Positions

Evony – Asked board members if they had a chance to review and are there any questions.

Madam President – Requested not to make this a position as it is a vendor. Asked Evony to send graphics and verbiage for both to the board members to share on their social media. Also asked Evony to post on Indeed or LinkedIn, but not both.

### 3. GA State Parks Banner Ads

Evony – Explained in 2020 DCTT paid for a 2021 GA State Parks ad. Shared she recently found out the ad came with five banner ads that will run for 4-months on www. GAStateParks.org. Shared she is willing to create the ads if the board agrees.

Madam Vice President – Shared she is fine with Evony creating the ads as the size of the ads are not very big and we have new content.

Madam President – Agreed but wants to make sure each ad is different.

### OLD BUSINESS Evony Hammonds 1. Exploration Challenge – Black History Month

Evony – Explained the rules and game questions.

Madam President – Requested the addition of #BlackHistoryMonth. Also requested website words are capitalized.

### 2. Douglas County Film Trail

Evony – Detailed the current locations and signs and presented proposals for revised Film Trail signs and locations.

Madam President – Shared April's Place is closed on Lee Road and no sign is needed at that location. Also requested clarification that anyone can participate in the game, but prize winners cannot live in Douglas County. Madam Treasurer – Shared she reviewed the questions and thought they were very interesting as she is a fan of history.

Madam President – Advised removal of some of the businesses as there is no relation to tourism and do not support travelers. Also, suggested listing sponsors on marketing materials.

Madam Vice President – Asked Where will the flyers be distributed?

Evony – Shared at DCTT hotels and some attractions.

Madam President – Suggested brainstorming ways to get the flyers distributed in other counties.

### OFFICER REPORTS

President Dorsha Simmons

#### 1. Reserve Fund Policy

Madam President – Explained the importance of cash reserves for DCTT. Shared cash reserves policy.

#### 2. MOU

Madam President – Shared details on the revised MOU. Explained she did some research on auditing, which DCTT may need, and it is the \$6,000 Audited Financial Statements quoted by a local CPA firm. Asked hotel General Managers how often they pay hotel/motel tax, as the way the current MOU is written, DCTT would only receive two checks per year from the county.

Jamil – Shared typically his hotel pays quarterly, but he will double check with his hotel's new owner.

Terrence – Shared his hotel also pays quarterly but will double check.

Charmaine – Shared her two hotels pay hotel/motel tax monthly.

Madam President – Explained having this information means perhaps the MOU should be amended to have quarterly payments. Also, explained further clarity is needed on portions of the MOU from the commissioners.

Treasurer Marjorie Stansel

#### 1. DCTT Accounting Firm

Madam Treasurer - Detailed December 2020 and entire 2021 spending.

Madam President – Requested website expenditure be moved under the marketing category.

Madam Treasurer – Agreed to revise.

### ACTION ITEMS

- To approve the 2021 DCTT Budget.

Motion: Madam President – To hold the 2021 budget until Evony is able to make all of the amendments spoke of today.

Seconded – Madam Vice President

Approved – Unanimous

- To approve 2021 MOU between Douglas County and DCTT.

Motion: Madam President – To hold the approval of the MOU until the board approves the 2021 budget.

Seconded – Madam Treasurer

Approved – Unanimous

- To approve the 2021 Exploration Challenge Black History Month.

Motion: Madam Treasurer – To approve the 2021 Black History Month Exploration Challenge

Seconded – Madam Vice President

Approved – Unanimous

- To approve a three-month contractual Social Media vendor in the amount of \$12,000. Motion: Madam Treasurer – To approve a three-month vendor contract for a Social Media position in the amount of \$12,000

Seconded – Madam Vice President

Approved – Unanimous

- To approve the part-time Admin Assistant position in the amount of \$27,600 per year. Motion: Madam Vice President – To approve the part-time Admin Assistant position in the amount of \$27,600 per year.

Seconded – Madam Treasurer

Approved – Unanimous

#### ANNOUNCEMENTS

Madam President – Reminded board members to be on lookout for a poll for a special called meeting to approve the

2021 budget and MOU.

NEXT MEETING: 2/10/2021 @ 10:30am

ADJOURNMENT@ 12:18pm