



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

(10/14/2020)

Teleconference Via Zoom

CALL TO ORDER @ 10:32am

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)
Jamil Foster (Present)

INVOCATION

Coriya Burns Falker

APPROVAL TO AMEND THE LANGUAGE IN ACTION ITEMS AS STATED:

Dorsha Simmons

- #1 - Vote on items per executive session
- #4 - Amend Action Items to: Approval of policies as they relate to sponsorships and spending threshold

Motion: Madam President- to approve the amending the agenda
Seconded – Jamil
Approved – Unanimous

ADOPTION OF THE AMENDED REGULAR MEETING AGENDA

Dorsha Simmons

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

APPROVAL OF MEETING MINUTES

Dorsha Simmons

1. Regular Scheduled Meeting 9/17/2020

Motion: Madam Vice President
Seconded –Madam President
Approved - Unanimous

1. Rhyme & Reason Designs Presentation

Evony – Explained DCTT did not own the domains for exploredouglascountyga.com and douglascountyfilmtrail.com. Shared difficulties working with Fame Marketing to transfer domain ownership and hosting of both sites. As of this meeting hosting of douglascountyfilmtrail.com had not been transferred, but both domains are owned by DCTT.

Madam President – Asked Collin to bring the board the background on Fame Marketing and the website. Asked Collin about if there was an executed contract between DCTT and Fame Marketing, and if so, what were the terms of that contract. If not, why was there not a contract. Collin-Explained when FAME Marketing started working with DCTT when there was no budget, and FAME Marketing worked on the website piece by piece. Also shared when DCTT did receive a budget there was a contract. Asked Evony if she remembers that contract, but she did not. Madam President – Asked a copy of the contract be sent to the Board.

Collin – Replied she will send the contract, if she can find it. Explained she did an RFP prior to moving forward with FAME Marketing.

Madam President – Asked if DCTT owned the domain or did Fame Marketing, at that time?

Collin- Shared she did not know.

Madam President – Asked Collin if there is any money currently owed to Fame Marketing?

Collin- Explained DCTT owes them for work on the film trail website done in 2019. The invoices were being held until FAME Marketing completed transfer of domains and hosting sites. Also shared the agreement with FAME Marketing was a handshake deal, but now knows not to do that moving forward.

Madam President – Reiterated staff should always protect DCTT through contracts.

Collin- Agreed and reiterated the past invoices will be paid once domain/hosting transfer is complete.

Madam President – Explained to staff and Board members this means DCTT will be paying for items that were completed in 2019 with the 2020 budget. As policy, all DCTT invoices should be paid in that calendar year, unless billed at the end of calendar year.

Madam Treasurer – Shared she's worked on websites previously, and it seems FAME Marketing overcharged DCTT. Moving forward there should be a well laid out contract.

Madam Vice President – Asked Collin where DCTT left off with FAME Marketing as it relates to cutting ties.

Collin – Deferred to Evony for an answer.

Evony – Shared FAME Marketing is aware and understands DCTT is cutting business ties with their company. Once they transfer hosting of douglascountyfilmtrail.com, DCTT will receive a final invoice.

Heather Daniel (Rhyme & Reason)– Gave a presentation on what Rhyme & Reason Design will offer and deliver in a contract with DCTT.

Madam President – Asked Heather does the plan include an SEO package?

Heather Daniel (Rhyme & Reason)–Explained the plan she presented does not, but she can provide pricing for SEO Marketing.

Madam President – Explained DCTT staff needs to set up a Google Analytics account to monitor website activity properly and to capitalize on SEO.

Evony – Agreed to set up Google Analytics.

EXECUTIVE SESSION

Motion: Madam President – Approval to enter executive session as allowed by the State of Georgia.

Seconded – Madam Vice President

Approved – Unanimous

NEW BUSINESS (cont.)

Evony Hammonds

2. The Branding House Agency Presentation

Evony – Presented a slide from The Branding House Agency detailing work from their last contract with DCTT.

Madam Vice President – Expressed satisfaction with the work of The Branding House Agency.

OFFICER REPORTS

Dorsha Simmons

President

Madam President – Explained and shared information relating to Georgia’s Sunshine Laws, Open Records Requests, United Way VIP Program to train board officers and director, and National Association of Parliamentarians. Shared proposed additions to DCTT Policies:

- 1) Finance
- 2) Procurement
- 3) Operations
- 4) Funding requests

Collin – Stated staff follows Sunshine Law

Treasurer

Marjorie Stansel

Madam Treasurer - Shared the latest DCTT finance report.

Madam President - Asked if there have been any conversations about the 2021 budget

Marjorie – Replied No

Collin - Shared per a staff meeting with the county administrator and the finance department on October 8, 2020, the projected budget for 2022 is \$145k.

Madam President-Asked what is the difference between this year’s budget, and next year’s projected budget.

Collin - Shared the 2021 budget was \$326,315. Presented the STR report and current hotel RevPAR numbers. Invited Board members with hotel knowledge to explain the importance of RevPAR. Expressed optimism in more money coming in 2021. Shared she did not understand where the county got its projections for 2021.

Charmaine - Shared RevPAR is the bottom line for hotels. Explained ADR and RevPAR is what hotels monitor. Shared according to the STR report, things are on the uptick.

Collin - Shared there is an on-going spreadsheet in the G-drive if board members would like to follow updated information on DCTT spending.

ACTION ITEMS

Dorsha Simmons

- Vote on items per executive session topic
- No members made a motion when Madam President sounded the first candidate's name. Madam President explained parliamentary procedure that a motion and a second brings the item on the floor for consideration but does not mean the director is in support.
- Madam Vice-President shared she wanted to discuss the candidates. Madam President said once motion was on the floor to vote, then there could be discussion and discussion had to be germane to vote on the floor.

Motion: Madam Treasurer - To approve Sandy Gamble for the open Board seat.

Seconded – Charmaine

Madam President introduced “abstaining” for directors who did not want to vote yes or no.

Motion fails for lack of four affirmative votes

Dorsha Simmons, President - No

Coriya Burns Falker, Vice-President - Abstain

Marjorie Stansel, Treasurer - Abstain

Charmaine DePass - Abstain

Susan Henderson - No

Jamil Foster - Yes

Motion: Madam Vice President - To approve Terence Eady for the open Board seat.

Seconded – Susan

Approved – 4-2 votes

Dorsha Simmons, President - Yes

Coriya Burns Falker, Vice-President - Yes

Marjorie Stansel, Treasurer - Yes

Charmaine DePass - No

Susan Henderson - Yes

Jamil Foster – No

Madam President – Shared she will present the Board's recommendation for the open DCTT Board seat to the Douglas County Board of Commissioners for approval.

- Approval to purchase Limit of Liability D&O Insurance (\$1,000,000) from State Farm Insurance in the amount of \$1,089.00

Madam President – Withdrew the State Farm insurance quote, and yielded for Madam Treasurer to present quote from Philadelphia Insurance Companies.

Madam Treasurer – Reviewed the quote from Philadelphia Insurance Companies and explained why D&O insurance is important to DCTT Board Members.

Motion: Madam President - To approve Limit of Liability D&O Insurance from Philadelphia Insurance Companies in the amount of \$1,440.00.

Seconded – Madam Treasurer

Approved - Unanimous

Madam Treasurer – Shared she will deliver paperwork for Collin to sign for the policy.

- Approval to enter into a one-year web management contract with Rhyme & Reason Design in the amount of \$16,095 for ExploreDouglasCountyGA.com and DouglasCountyFilmTrail.com
Madam President – Explained since there are three parts to this contract, she would like the Board to vote on each item separately.
Collin – Requested the Board hold off on including the Douglas County Film Trail in the quote as it is not 100% owned by DCTT. Shared the Douglas County Film Trail was a partnership between the City of Douglasville, The Douglas County Chamber of Commerce, and the Douglas County Economic Development Authority.
Madam President – Asked if douglascountyfilmtrail.com is DCTT’s website?
Collin – Explained DCTT assumed control of the film trail after DCTT was given responsibility of the Douglas County Film Office from the Douglas County Economic Development Authority.

Motion: Madam Vice President - To approve a one-time fee of \$2,175.00 for the web contract (Research and Immersion component) with Rhyme & Reason Design.

Seconded – Madam Treasurer

Approved - Unanimous

Motion: Susan - To approve \$6,960.00 to enter into a one-year web management contract with Rhyme & Reason Design for exploredouglascountyga.com.

Seconded – Susan

Approved - Unanimous

Madam President – Explained, for her to consider voting on the SEO portion of the contract, she needed confirmation from DCTT staff will set up a Google Analytics account.

Evony – Agreed to set up the Google Analytics account.

Motion: Madam Vice President - To approve \$5,675.00 for Search Engine Optimization contract with Rhyme & Reason Design.

Seconded – Madam President

Approved - Unanimous

- Approval of policies as they relate to sponsorships and spending threshold

Motion: Madam President - To approve policy change in finance that states: All invoices shall be paid by due date, if not before. DCTT shall not incur any late fees or charges due to staff not paying vendors or creditors in a timely fashion. If such fees or charges occur due to staff error or oversight, staff shall reimburse DCTT within 7 days.

Seconded – Madam Treasurer

Approved - Unanimous

Motion: Madam President – To approve policy change in procurement that states: All expenditures that exceed \$2,000 shall require Board Approval. No vendor shall be paid more than \$2000 in a calendar year without Board approval. If vendors have contracts, then multiple payments are acceptable. If there is no contract and the Board has approved spending for the specified vendors, then payments are acceptable.

Seconded – Madam Vice President

Approved - Unanimous

Motion: Madam President - To approve policy change in operations that states: All advertisements, promos, interviews, and Public Relations shall be approved by the Board. DCTT shall be made aware of all requests for interviews should be offered to first officers, then to directors, and if neither are available, then to the staff.

Seconded – Madam Vice President

Approved – Unanimous

Motion: Madam Vice President – To approve policy change in funding requests: solicitations, donations, or sponsorships of any amount shall require Board approval. Staff is to make the Board aware of all requests.

Seconded – Charmaine

Approved - Unanimous

OLD BUSINESS

Collin Cash

1. 2021 DCTT Marketing Plan

Madam President – Presented the Board with the option of holding a Special Called Meeting dedicated only to the 2021 DCTT Marketing Plan, if it is the will of the Board.

Board Members – Agreed to a Special Called Meeting.

ANNOUNCEMENTS

NEXT MEETING:

Special Called Meeting TBA

11/11/2020 @ 10:30am

ADJOURNMENT @ 1:33pm