



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

(11/10/2021 @ 10:30 AM)

Teleconference Via Zoom

CALL TO ORDER @ 10:33 AM

Dorsha Simmons

ROLL CALL

Evony Hammonds

Dorsha Simmons, President (Present)  
Coriya Burns Falker, Vice-President (Absent)  
Marjorie Stansel, Treasurer (Present)  
Charmaine DePass (Present)  
Susan Henderson (Present)  
Terence Eady (Present)

INVOCATION

Marjorie Stansel

ADOPTION OF THE REGULAR MEETING AGENDA

Dorsha Simmons

Motion: Madam Treasurer  
Seconded: Susan  
Approved: Unanimous

APPROVAL OF MEETING MINUTES

Dorsha Simmons

1. Regular Scheduled Meeting 10/13/2021  
Motion: Madam Treasurer  
Seconded: Terence  
Approved: Unanimous

PRESENTATIONS

Evony Hammonds

1. Presentation Update: Gray Research Solutions/Shannon Gray  
Board: Shared concerns about hotel participation limitations  
Shannon: Expressed hesitation without full hotel participation  
  
2. Presentation: Web Management/Cindy Bailey – 365 Degree Total Marketing

OLD BUSINESS

Evony Hammonds

1. Douglas County Trails Exploration Challenge Recap  
2. Douglas County Holiday Exploration  
3. Updates: DCTT Tourism Video/Museum Signage/Trail Signs/VIC Rack Cards

## NEW BUSINESS

Evony Hammonds

1. Social Media
2. 2022 Proposed Budget  
Board: Feedback was given
3. 2022 Marketing Plan  
Board: Feedback was given
4. Arrivalist Update
5. SEO Update

## OFFICER REPORTS

President

Dorsha Simmons

1. Board Terms – Bylaws Amendment

Treasurer

Marjorie Stansel

1. DCTT Accounting

## ACTION ITEMS

- To approve an amendment of Article II in DCTT Bylaws to define terms from 3 years to 36 months and 2 years to 24 months.  
Motion: Madam President  
Seconded: Madam Treasurer  
Approved: Unanimous
- To approve Gray Research Solutions to create a 5-year strategic plan in the amount of \$58,500.00  
No motion was made
- To approve 365 Degree Total Marketing for Film Trail new website design and one-year management of Film Trail and Explore Douglas County GA websites in the amount of \$24,650.00  
Motion: Susan  
Seconded: Terence  
Approved: Unanimous
- To approve the Holiday Exploration Challenge in the amount of \$23,095.00  
Motion: Madam Treasurer  
Seconded: Charmaine  
Approved: Unanimous

## ANNOUNCEMENTS

NEXT MEETING: 12/8/2021 @ 10:30 AM

ADJOURNMENT @ 12:27 PM