



Douglas County Travel and Tourism, Inc.  
Board of Directors  
**Meeting Minutes**  
**Regular Scheduled Meeting**  
(11/17/2020 @ 10am)  
Teleconference Via Zoom

CALL TO ORDER @ 10:07

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 (Absent)

ADOPTION OF THE REGULAR MEETING AGENDA

Dorsha Simmons

Motion: Madam Treasurer  
Seconded – Madam President  
Approved – Unanimous

APPROVAL OF MEETING MINUTES

Dorsha Simmons

1. Regular Scheduled Meeting 10/14/2020 and Special Called Meeting 10/27/2020  
Motion: Madam Vice President  
Seconded – Madam Treasurer  
Approved – Unanimous

NEW BUSINESS

Collin Cash

1. Bandwango Presentation (Scavenger Hunt App)

Jason Manges with Brandwango gave a presentation.  
Madam President – Asked if DCTT can do unlimited passports/hunts. Asked how long one passport/hunt takes to build.  
Jason – Answered yes. DCTT can have unlimited passports/hunts. Also explained it takes 45-60 Days to build one hunt/passport.  
Madam President – Asked if we can focus on one attraction at a time?  
Jason – Answered yes.

2. Threshold 360 Presentation (Virtual Tour)

Seth Lawson with Threshold 360 gave a presentation.  
Madam President – Asked what kind of analytics will DCTT receive with this package?  
Seth- Explained/showed an example of the program's dashboard.

### 3. Granicus Presentation

Madam President/Collin – Recapped the Granicus presentation. Some board members were present for the presentation.

Madam President – Explained there are a lot of short-term rentals in Douglas County, and there is almost 200k in revenue being lost by the county. While hotels are paying their hotel/motel taxes, there are many short-term rental businesses that are not.

Susan – Asked if these businesses are like an Air B&B and their taxes are not being collected.

Madam President – Replied no. Explained it has to be done through local legislation. Also shared one of the great things about Granicus is they do all the legwork. DCTT signs the contract for 20k and the rest is on them. They would be in touch with the short-term rental owners and make sure there is compliance.

Explained as there is a 20k fee associated with Granicus, she asked the DC BOC to share the cost with DCTT as 100% of hotel/motel tax does not come to DCTT.

### OLD BUSINESS

Collin Cash

#### 1. 2021 DCTT Marketing Plan

Collin/Evony – Explained the revised 2021 DCTT OKRs.

Madam President – Suggested a “Sweet Pass” to tie in Valentine’s Day and a Sweetwater Creek State Park exploration during Q3 as the weather is nice that time of year.

Collin/Evony – Agreed and will investigate coming up with something creative.

Madam President – Asked staff to present any ideas to the DCTT board prior to implementing them so they can have input as well.

Madam Treasurer – Requested Kwanza is added to Q4 as the CAC has a Kwanza event.

Collin/Evony – Agreed.

Madam President – When reviewing the proposed budget, asked if the virtual tour was included in the budget.

Evony – Replied no but will make sure the budget is adjusted.

### OFFICER REPORTS

Dorsha Simmons

#### President

Madam President – Recapped her presentation to the DC BOC on Friday, November 13<sup>th</sup>.

#### Treasurer

Marjorie Stansel

Madam Treasurer – Gave a detailed explanation of DCTT finances.

### EXECUTIVE SESSION

#### ACTION ITEMS

Dorsha Simmons

- Elect Board Secretary

Motion: Madam President – Motion to nominate Madam Vice President to serve as the DCTT inaugural secretary

Seconded – Madam Treasurer

Approved – Passes

Dorsha Simmons, President – Yes

Coriya Burns Falker, Vice President - Yes

Marjorie Stansel, Treasurer – Yes

Charmaine DePass – no vote

Susan Henderson - Yes

- Approval to enter into a 15-month contract with Bandwango in the amount of \$14,500 to add a scavenger hunt app to [exploredouglascountyga.com](http://exploredouglascountyga.com).  
Motion: Madam Treasurer – Motion to approve to enter into a 15-month contract with Bandwango in the amount of \$14,500 to offer a scavenger hunt and other services to DCTT.  
Seconded – Madam Vice President  
Approved – Passes

Dorsha Simmons, President – Yes  
Coriya Burns Falker, Vice President - Yes  
Marjorie Stansel, Treasurer – Yes  
Charmaine DePass – no vote  
Susan Henderson - Yes

- Approval to enter into a one-year contract with Threshold 360 to add a virtual tour on [exploredouglascountyga.com](http://exploredouglascountyga.com) in the amount of \$10,000 for 50 locations/attractions.

Motion: Madam Treasurer - Approval to enter into a one-year contract with Threshold 360 to add a virtual tour on [exploredouglascountyga.com](http://exploredouglascountyga.com) in the amount of \$10,000 for 50 locations/attractions. In addition, staff will present to the board a list of DCTT attractions/attractors, and the board will have input in that development.  
Seconded – Madam Vice President  
Approved – Passes

Dorsha Simmons, President – Yes  
Coriya Burns Falker, Vice President - Yes  
Marjorie Stansel, Treasurer – Yes  
Charmaine DePass – no vote  
Susan Henderson - Yes

Susan – Asked how many attractions/attractors does DCTT have?  
Collin – Shared staff will differentiate between attractions and attractors within the county. Attractions are places like the museum, and attractors are places like Susan’s business.  
Madam President - Proposed a friendly amendment to the motion: staff presents to the board a list of DCTT attractions/attractors, and that the board will have input in that development.  
Madam Treasurer – Accepted the friendly amendment.

- Approval to enter into a one-year web management contract with Rhyme & Reason Design in the amount of \$6,960.00 for [DouglasCountyFilmTrail.com](http://DouglasCountyFilmTrail.com).

Motion: Madam Treasurer - Approval to enter into a one-year web management contract with Rhyme & Reason Design in the amount of \$6,960.00 for [DouglasCountyFilmTrail.com](http://DouglasCountyFilmTrail.com), and staff will send the DCTT BOD communication that confirms DCTT are the owners of the film trail.  
Seconded – Madam Vice President  
Approved – Passes

Dorsha Simmons, President – Yes  
Coriya Burns Falker, Vice President - Yes  
Marjorie Stansel, Treasurer – Yes  
Charmaine DePass – no vote  
Susan Henderson - Yes

Madam President – Asked if the film trail website officially ours.

Collin – Replied yes. She contacted the other partners and they agreed in email.

Madam President – Asked if the DC Film Trail is a responsibility of DCTT incorporated?

Collin – Replied since the initial \$2500 to kick off the film trail, neither the Development Authority nor the City of Douglasville have contributed any funds. So DCTT assumed responsibility for the trail.

Dorsha – Shared there should be a correspondence with the initial partners to let them know what DCTT's intentions are, and if they would like to partner, that would mean financial responsibility. DCTT does not want to pay all the money, and then someone else comes back to say, 'it's ours too'.

Collin – Agreed. Shared she knows that the city of Douglasville no longer wants financial responsibility, and the entity that helped within the Development Authority no longer exists. Shared she will get something in writing if necessary.

Madam Treasurer – Shared concern if a new web master contract is not approved, the website is going to be very stagnant while the details are ironed out.

Madam President – Proposed a friendly amendment to the motion: staff sends DCTT BOD communication that confirms DCTT are the owners of the film trail.

Madam Treasurer – Agreed with Madam President's friendly amendment.

- Approval to add SEO monitoring for DouglasCountyFilmTrail.com for one-year in the amount of \$5,675.

Motion: Madam Treasurer

Seconded – Madam Vice President

Approved – Unanimous

Madam Treasurer – Asked if there are other, less expensive SEO Monitoring companies DCTT can use.

Madam President – Explained SEO is very detailed and scientific in fact; it takes someone with special training in SEO to really understand how to interpret the data.

Susan – Asked if monitoring of the SEO would lead to Rhyme & Reason giving recommendations?

Collin/Evony – Replied yes. Explained how things are working with exploredouglascountyga.com and Rhyme & Reason.

- Approval of the 2021 DCTT Marketing Plan.

Madam President – Asked since the plan is incomplete with target markets, perhaps the staff would want to bring the plan back to the board at the next meeting.

Collin/Evony – Agreed

Madam President – Also asked Arrivalist historical data be included into the report, and on the same page share the behaviors of the travelers that have come to DC.

Susan – Asked if Arrivalist can track where guests' monies are spent.

Collin – Replied yes. Staff can ask Arrivalist to add Douglasville, Douglas County shopping to our research data.

#### ANNOUNCEMENTS

Evony – Announced she now has an executive seat on the Atlanta Metro Travel Association Board of Directors as the 2021 board secretary.

NEXT MEETING: 12/9/2020 @ 10:30am

ADJOURNMENT @ 12:36pm