



Douglas County Travel and Tourism, Inc.  
Board of Directors - Regular Scheduled Meeting Minutes  
(11/9/2022 @ 10:30 AM)

Meritage Centre – 3400 Chapel Hill Rd, 1<sup>st</sup> Floor, Douglasville, GA 30135

CALL TO ORDER @ 10:35 AM

Dorsha Simmons

ROLL CALL

Evony Hammonds

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

INVOCATION

Coriya Burns Falker

ADOPTION OF THE REGULAR MEETING AGENDA

Dorsha Simmons

Motion: Madam Vice President  
Seconded: Terence  
Approved: Unanimous

APPROVAL OF MEETING MINUTES

Dorsha Simmons

1. Regular Scheduled Meeting 10/12/2022
2. Special Called Meeting 10/18/2022

Motion: Madam Vice President  
Seconded: Charmaine  
Approved: Unanimous

OLD BUSINESS

Evony Hammonds

1. Updates:

- Kiosk Sunscreen

Madam President: Asked for more information on the color of the metal for sunscreen. She wants to confirm that the metal will match the kiosk.

- Holiday Exploration
- Calendar of Events
- Social Media Coordinator

Madam Vice President: Suggested posting the Social Media Coordinator job opening on county websites and getting a DCTT intern.

Board: Agreed

NEW BUSINESS

Evony Hammonds

1. DCTT Video Footage and Film Crews

Madam President: Asked Evony to create a fee schedule for pricing.

2. Meta & DCTT Ad Buys

Evony: Shared DCTT's Debit card is not working correctly. She used her personal card for some expenses.

Madam President & Madam Vice President: Asked Evony not to use her personal card again and agreed to reimbursement.

Mr. Treasurer: Explained why the DCTT debit card is not working. He says he and Evony will solve the issue after the meeting.

3. STR Report Renewal

4. Threshold 360 Data

5. Arrivalist Data

6. Kiosk Data

Madam President: Asked Evony to promote the Kiosk at least once or twice a week as it was a significant investment for DCTT. She suggested reaching out to MMI to create a :30 video for social media.

7. 2023 DCTT Budget Proposal

Madam President:

-Asked Evony to move Advertising from Operations to TCT.

-Asked Evony to add extra funds to Hospitality to offer light refreshments at DCTT BOD meetings.

-Asked Evony to reduce the Mailchimp plan and use Eventbrite email options for communicating with event guests.

Madam Vice President:

-Suggested water bottles and Flip sticks for 2023 Promotional collateral.

Madam President:

-Suggested long sleeve and short sleeve t-shirts for 2023 Promotional collateral. Also requested Evony increase the amount to 10k

Madam Vice President:

-In reference to TPD funds, she requests an Outdoor Elliptical for the outdoor gym at Boundary Waters Recreational Center.

#### OFFICER REPORTS

President

Dorsha Simmons

-Shared details on a teleconference with DCA about developing the Chattahoochee River @ Boundary Waters Recreational Complex.

-Shared she and Evony will meet with Chad Griffin/DC Parks & Rec to discover TPD Opportunities.

-Suggested a Holiday luncheon at the December BOD meeting for DCTT.

Treasurer

Terence Eady

1. DCTT Account

## ACTION ITEMS

- To approve The Good Lord's Mobile Welding to create a metal sun covering for the tourism kiosk in the amount of \$9,940.00.

Motion: Madam Vice President

Seconded: Charmaine

Approved: Unanimous

- To approve Holiday Exploration Media Buy in the amount of \$3,600.00.

Motion: Madam Vice President

Seconded: Terence

Approved: Unanimous

- To approve monthly reimbursement payments to Evony Hammonds for Meta social media ad buying.

Motion to Hold: Madam Vice President

Seconded: Charmaine

Approved: Unanimous

- To approve the renewal of the STR Report for 2023 in the amount of \$2,420.00.

Motion: Madam Vice President

Seconded: Charmaine

Approved: Unanimous

- To approve the price of DCTT Video in the amount of \$250.00 per video to film crews.

Motion to Hold for a Fee Schedule: Madam President

Seconded: Madam Vice President

Approved: Unanimous

- To approve a billboard in the Delta Terminal at Hartsfield Atlanta International Airport with Clear Channel Airports in the amount of \$43,215.00 for 2023.

Motion: Terence

Seconded: Madam Vice President

Approved: Unanimous

- To approve a highway billboard at the GA/FL Stateline in the amount of \$18,870 for 2023.

Motion: Madam Vice President

Seconded: Terence

Approved: Unanimous

To approve a highway billboard NC/SC Stateline in the amount of \$36,282.00 for 2023.

Motion: Terence

Seconded: Charmaine

Approved: Unanimous

- To approve drive market television ads in Birmingham, Macon, and Columbus in the amount of \$30,935.00 for 2023.

Motion: Madam Vice President

Seconded: Terence

Approved: Unanimous

- To approve DiscoverAtlanta.com Media Buy for 2023 in the amount of \$11,640.00.

Motion: Terence

Seconded: Charmaine

Approved: Unanimous

- To approve Atlanta Parent Magazine Media Buy for 2023 in the amount of \$18,970.00.

Motion: Madam Vice President

Seconded: Terence

Approved: Unanimous

- To approve Georgia Grown Media Buy for 2023 in the amount of \$7,435.00.

Motion: Terence

Seconded: Charmaine

Approved: Unanimous

#### ANNOUNCEMENTS

NEXT MEETING: 12/14/2022 @ Meritage Center 1<sup>st</sup> Floor – DCTT Holiday Luncheon

ADJOURNMENT @ 11:56 AM