



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

(12/14/2022 @ 10:30 AM)
3400 Chapel Hill Rd., Douglasville, GA 30135

- CALL TO ORDER @10:33 AM Dorsha Simmons
- ROLL CALL Evony Hammonds
- Dorsha Simmons, President (Present)
 - Coriya Burns Falker, Vice-President (Present)
 - Terence Eady, Treasurer (Present)
 - Marjorie Stansel (Present)
 - Charmaine DePass (Present)
 - Davin Auble (Present)
- INVOCATION Marjorie Stansel
- ADOPTION OF THE REGULAR MEETING AGENDA Dorsha Simmons
- Motion: Madam President: To amend action items and their respective presentations and Executive Session to the top of the meeting
 - Seconded: Marjorie
 - Approved: Unanimous
- APPROVAL OF MEETING MINUTES Dorsha Simmons
- Regular Scheduled Meeting 11/9/2022
 - Motion: Marjorie
 - Seconded: Madam Vice President
 - Approved: Unanimous
- OLD BUSINESS Evony Hammonds
- 1. Updates:
 - Video footage and Film Fee Schedule
Madam President: Requested the \$15.00 photo fee change to \$7.00 per photo
 - 2023 DCTT Budget
Madam President: Requested graphics line item is changed from \$8,000.00 to \$10,000.00
- NEW BUSINESS Evony Hammonds
- 1. Larger DCTT Office
 - 2. Media Buyer Contract Renewal
 - 3. 2023 DCTT Marketing Plan
Madam President: Requested the addition of Douglas County Parks Exploration Challenges
- ACTION ITEMS
- To approve the DCTT Film and Photo fee schedule.
- Motion: Madam Vice President: To approve the DCTT Film and Photo Fee Schedule, striking \$15.00 per photo to \$7.00 per photo and adding watermarks to all images.
- Seconded: Madam President
- Approved: Unanimous

- To approve larger DCTT office space in the amount of \$15,600.00 for 2023.

Motion: Terence

Seconded: Marjorie

Approved: Unanimous

- To approve a one-year contract for Newton Simon, Inc. for Media Buying.

Motion: Marjorie

Seconded: Terence

Approved: Unanimous

- To approve the 2023 DCTT Budget.

Motion: Marjorie

Seconded: Terence

Approved: Unanimous

- To approve the 2023 DCTT Marketing Plan.

Motion: Marjorie: To approve the 2023 DCTT Marketing Plan with the amendment of Exploration Challenges to include Douglas County Parks.

Seconded: Terence

Approved: Unanimous

EXECUTIVE SESSION

Dorsha Simmons

- To approve the 2022 Bonus for Evony Hammonds in the amount of \$10,000.00

Motion: Marjorie

Seconded: Madam Vice President

Approved: Unanimous

OLD BUSINESS

Evony Hammonds

1. Updates:

- DCTT Evergreen Videos
- Hotel Billboard I-20 @ Liberty Rd
- Kiosk Sunscreen
- Holiday Exploration
- SEM Google Search Status
- Social Media Coordinator

NEW BUSINESS

Evony Hammonds

1. Media Buyer Contract Renewal
2. Arrivalist Analytics
3. Kiosk Analytics
4. Linktree Analytics
5. SEO Analytics
6. Threshold 360 Analytics

OFFICER REPORTS

President

Dorsha Simmons

Treasurer

Terence Eady

2. DCTT Account

ANNOUNCEMENTS

- Madam Vice President: Invited DCTT BOD to St. Jude charity event in March 2023. She will send additional information via email.

NEXT MEETING: 1/11/2023 @ Meritage Center 1st Floor

ADJOURNMENT @ 11:40 AM