



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

(12/8/2021 @ 10:30 AM)

Teleconference Via Zoom

CALL TO ORDER @ 10:30 AM

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)
Terence Eady (Present)

INVOCATION

Coriya Burns Falker

ADOPTION OF THE REGULAR MEETING AGENDA

Dorsha Simmons

Motion: Madam Treasurer
Seconded: Susan
Approved: Unanimously

APPROVAL OF MEETING MINUTES

Dorsha Simmons

1. Regular Scheduled Meeting 11/10/2021
Motion: Madam Vice President
Seconded: Madam Treasurer
Approved: Unanimously

PRESENTATIONS

Evony Hammonds

1. Presentation: Newton Simon Advertising – Media Buying
Merav Newton – Overview of Newtown Simon Advertising and proposal.
2. Presentation: Econsult Solutions, Inc. (ESI) – Strategic Plan
Ethan Conner-Ross and Alan Parter – Overview of Econsult Solutins, Inc. and strategic plan

OLD BUSINESS

Evony Hammonds

1. Holiday Exploration
2. Updates: Museum Signage/Trail Signs/VIC Rack Cards/Holiday Cards/Kiosk
Madam President: Asked Evony to garner quotes to power wash the Douglas County Museum of History & Art building to bill it back to the county, as Madam Chair said power washing would be done before sign installation.
3. 2022 Proposed Budget
4. 2022 Marketing Plan

NEW BUSINESS

1. STR Report
2. Arrivalist Update
3. SEO Update

Evony – Shared why there is no SEO update for this meeting

Evony Hammonds

OFFICER REPORTS

President

1. Executive Session

Motion: Madam President

Seconded: Madam Vice President

Approved: Unanimously

Dorsha Simmons

Treasurer

1. DCTT Accounting

Marjorie Stansel

ACTION ITEMS

- To approve Executive Session item A
Motion: Madam President
Seconded: Madam Treasurer
Approved: Unanimously
- To approve Executive Session item B
Motion: Madam President
Seconded: Madam Treasurer
Approved: Unanimously
- To approve Michaela Walker as a full-time Admin/Social Media Consultant for one year in the amount of \$50,000.00
Motion: Madam Vice President
Seconded: Susan
Approved: Unanimously
- To approve STR Report in the amount of \$2,200.00 for 18 months.
Motion: Madam Treasurer
Seconded: Charmaine
Approved: Unanimously
- To approve Newton Simon Advertising as a media buyer for 2022.
Motion: Madam Treasurer
Seconded: Susan
Approved: Unanimously
- To approve Econsult Solutions, Inc. (ESI) to develop a strategic plan for Douglas County Travel & tourism in the amount of \$53,000.
Motion: Madam Treasurer
Seconded: Madam President
Approved: Unanimously

ANNOUNCEMENTS

NEXT MEETING: 1/12/2022 @ 10:30 AM

ADJOURNMENT @ 12:11 PM