



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

(12/9/2020 @ 10:30am)

Teleconference Via Zoom

CALL TO ORDER

Dorsha Simmons

ROLL CALL

Evony Hammonds

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

INVOCATION

ADOPTION OF THE REGULAR MEETING AGENDA

Dorsha Simmons

Motion: Madam President
 Seconded – Charmaine DePass
 Approved – Unanimous

APPROVAL OF MEETING MINUTES

Dorsha Simmons

1. Regular Scheduled Meeting 11/17/2020
Motion: Madam President
 Seconded – Susan Henderson
 Approved – Unanimous

EXECUTIVE SESSION

Madam President: Shared the DCTT Board of Directors unanimous voted to approve a package for a DCTT Executive Director. The board will share the job description with Evony via email if she would like to apply for the position. The job description will also be posted on Indeed.com and LinkedIn. The job posting will be open for a week and then the board will arrange a special called meeting to interview.

OLD BUSINESS

Evony Hammonds

Madam President: Explained, as far as the Marketing Plan, the Board doesn't want to get too deep into that as they are going in a different direction and would want input from whomever they hire for their executive director.

1. Douglas County Film Trail

Evony: Explained she was not clear on where the board left off on ownership of the Douglas County Film Trail.

Madam President: Shared there was an email with all the board members, but recall being fine with Susan's input on the partnership language. Asked if Evony was copied on that email?

Evony: Replied she was copied on an email but was not sure if it was the entire email chain.

Susan: Replied that was the entire email chain. Explained it just needed to be tidied up, as the DCTT BOD is good with the language.

2. 2021 DCTT Marketing Plan

Evony: Asked if the board would like her to detail the marketing plan, as the board has decided to move in a different direction with DCTT staff?

Madam President: Asked what is the will of the board? Also asked if Collin and Evony had worked on the marketing plan since the board last met?

Evony: Explained she had worked on the plan, but it had not been approved by Collin.

Susan: Shared she would like to board to hold of on the marketing plan for now.

Madam President: Agreed. Also asked Evony to share G-Drive information with Terence so he can have access to DCTT documents.

Evony: Agreed.

Evony: Shared updates on other DCTT matters.

1. Bandwango

Evony: Shared the Black History Month Exploration Challenge is in the process of being developed by Bandwango. Explained she will share game details with the board early next week. Also, asked if any board members know of a graphic designer to create a logo for the Exploration Challenge, as each one created will need its own logo. The launch date for the game will be January 28th, and the board will have an opportunity to review/make changes around January 20th. The actual Exploration Challenge will run from February 1 – 28, 2021. While the contest will end on February 28, 2021, the game will live on the website as long as the board wishes.

Madam President: Asks if there is a media buying plan for this game?

Evony: Shares she would suggest radio (traditional & satellite) and social media. There will also be a section on the game to promote black owned businesses. Those businesses will also have an opportunity to offer discounts to the public during the month of February.

Terence: Suggested looking into advertising on the Douglas County Connect buses. Shared he can also reach out to the brand about the game.

Evony: Suggested printing cards with Exploration Challenge information to give to hotel guests when they check in.

Madam President: Shared she would like staff to create a marketing plan for the Black History Month Exploration Challenge and use that template to create a marketing plan for each Exploration Challenge.

Susan: Shares staff should investigate linking Douglas County celebrities to Exploration Challenges.

Evony: Agreed to look into finding a celebrity.

Madam President: Asked Evony how she plans on finding Black owned businesses in Douglas County

Evony: Shared she will contact Terry McGaughey with PGNWEB, as she assists black owned businesses in the county.

2. Rhyme & Reason

Evony: Shared she spoke with the R&R team on Monday. The SEO portion of the exploredouglascountyga.com will begin next week.

3. Threshold 360

Evony: Shared she spoke with the Threshold 360 team on Tuesday. DCTT hotels, attractions, attractions will receive an intro email from Evony explaining Threshold 360 and then to sign up to be captured for their virtual tour.

Madam President: Explained as DCTT is looking for partnership, this is our hand forward. Now the vendors should offer something in return for the future.

4. Fame Marketing

Evony: Explained she sent an email to Fame Marketing letting them know their services are no longer needed regarding douglascountyfilmtrail.com.

Madam President: Asked for confirmation that DCTT will not receive any other invoices.

Evony: Shared there should be no other invoices from Fame Marketing. Also shared if there are any other invoices in Collin's email, she does not currently have access to it.

Madam President: Asked about the transition process with Collin? Since Collin is on leave until December 18th, who would staff contact to get access to her email?

Evony: Explained she spoke with HR and he suggested reaching out to Mark to garner access. If it is the boards will, she will contact Mark.

Madam President: Asked how many bills does DCTT staff receive USPS versus electronically.

Evony: Explained most of the bills are sent electronically to Collin's email.

Susan: Suggested just asking to access to Collin's email.

Evony: Agreed. Also shared she has the credit card in her possession, but Collin has the debit card. Shared she believed bank account login information had already been changed by Madam Vice-President, but the same will need to be done for the debit card. Also shared passwords to accounts will be changed today.

Madam President: Asked if DCTT only had one Gmail account.

Evony: Explained there is another Gmail account that was created by Collin for invoices (dcttpayable@gmail.com)

Madam President: Explained no one person should have access to accounts. Asked Evony to share the list of passwords in the Gdrive with the board.

OFFICER REPORTS

President

Dorsha Simmons

1. 1099-NECs for vendors

Madam President: Asked Evony if all of the vendors have 1099 forms for the payments they have received from DCTT.

Evony – Replied no, but W9's for each vendor are in the Gdrive.

Madam President: Explained we must make sure that is done as DCTT does not want to be held accountable or have any tax liability for that money. This is DCTT's way of notifying the vendors and the IRS of the money the vendors were paid for their services.

Evony- Shared she is unfamiliar with how to do that but is willing to research to learn. Asked if this is something the board would like her to do.

Madam President: Replied no but wanted to bring it before the board because sometime soon DCTT will have a financial accountant/consultant.

Susan: Asked if we need an accountant to do an audit.

Madam President: Replied Yes.

Susan: Replied that's what she thought. Shared she spoke with a couple accountants and they do not do audits.

Madam President: Asks if any board members know of any accountants to please share for Evony to contact.

2. 2021 TCT/TPD Funding

Madam President: Shared the Board of Commissioners are giving the DCTT Board 100% of funding for the TCT and the TPD. The monies that were going to the chamber, the cultural arts center, and the museum weren't supposed to go there by law. Also shared Madam Chair called her to see if the DCTT Board was planning to reallocate the money back to those entities. But as presented to the Board of Commissioners, the DCTT Board would like to use that money in our marketing plan to reach travelers in other states, as that's where DCTT's visitors are. But if they want to partner with DCTT with something that aligns to our

OKR's then that's fine. There will now be almost 200k coming DCTT's way. As far as the short-term rentals, the commissioners will entertain a presentation from Granicus at the end of January or the beginning of February.

Treasurer

Marjorie Stansel

Madam President: Shared Marjorie is out for surgery but did send her financial reports. Asked if anyone has any questions.

ANNOUNCEMENTS

NEXT MEETING: 1/13/2020 @ 10:30am

Madam President: Shared there will probably be a special called meeting prior to the next regular scheduled meeting if the board receives any interest in the open position.

ADJOURNMENT 11:22am