



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

(2/10/2021 @ 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 (Present)
Charmaine DePass (Present)
Susan Henderson (Present)
Jamil Foster (Absent)
Terence Eady (Present)

INVOCATION

APPROVAL OF MEETING MINUTES

Dorsha Simmons

1. Regular Scheduled Meeting 1/13/2021
2. Special Called Meeting 1/15/2021

Motion: Madam President

Seconded – Madam Vice President
Approved – Unanimous

OLD BUSINESS

Evony Hammonds

1. 2021 Black History Month Exploration Challenge Update

Evony – Reviewed the status of the scavenger hunt. Offered suggestions to attract more participants, including opening it up to Douglas County residents, extending to the end of the month, reducing the number of questions, and bring the remaining ten questions back for Juneteenth.

Madam President – Explained radio ads were already purchased for a particular time-period and extending the scavenger hunt would mean increasing social media boosting.

Madam Vice President – Agreed with extending the game as Douglas County winter break begins next week, and many families will be looking for something to do.

Terence – Explained hotel guests have limited access to transportation, so looking into providing shuttle service for guests that want to participate in the Exploration Challenge. Also, suggested taking flyers to Mercer University for students.

Evony – Will speak with Bandwango on 2/11 to revise the game. Social media postings with game revisions will begin as soon as game changes are made.

2. Explore Georgia/Georgia State Travel Guide Ad

Evony – Showed a graphic, but explained a graphic designer is working on a new ad, will send to board members when it is ready. The ad is due on 2/12.

NEW BUSINESS

Evony Hammonds

1. January 2021 Recap

Evony – Recapped all January activities; Threshold 360, Arrivalist, SEO, Social Media, and Douglas County Filming. Also shared what's next; Sweetwater Creek State Park Exploration Challenge, Social Media Audience Reach, and creating and renovating DCTT trails.

Board Members – Agreed, the list of Threshold 360 captures should be robust. Evony will send out additional invitations to businesses.

Evony – Details what is filming in the county.

Madam President – Spoke Commissioner Carthan about the film office, as it is not in DCTT's MOU or Evony's employment contract. Shared there was ambiguity as far as who receives filming dollars within the county.

Explained how Fulton County's film office runs. Asked for Madam Chair's input.

Madam Chair – Thanked Dorsha for bringing this to her attention. Said she would work with the commissioners to gather information. Agrees the film office should be in a centralized location.

OFFICER REPORTS

President

Dorsha Simmons

1. MOU

Madam President – Shared DCTT now has an Executed MOU. Also shared difficulty in finding an accountant to meet the MOU accounting deadline.

Evony – Shared she found an accounting firm that works with Visit Marietta, within budget and can meet the MOU deadline. There is a meeting set up with DCTT officers and the accounting firm on Friday.

2. Nominations of officers in March

Madam President – Announced next month would be a year for the DCTT Board. Also shared, the board will need to vote for officers in the next meeting. Called for nominations of officers:

President: Dorsha Simmons was nominated by Madam Treasurer

Secretary: Coriya Burns Falker was nominated by Madam President and Madam Treasurer

Treasurer: Marjorie Stansel was nominated by Madam Vice President

Madam President – Shared difficulties with DCTT's current bank. Suggested moving accounts to a new bank.

Madam Treasurer – Agreed with starting with a new bank and canceling the current credit card.

Vice President

Coriya Burns Falker

1. Financial Committee

Madam Vice President – Suggested creating a financial committee, a secondary person to back Madam Treasurer.

Madam President – Asked Terrence if he is interested in assisting.

Terrence – Agreed. Shared he will be ready to begin in March.

Madam President – Asked Madam Vice President if she would step in to assist in February.

Madam Vice President – Agreed.

Madam Treasurer – Asked if Evony could create a spreadsheet of expenditures.

Evony – Agreed.

Treasurer

Marjorie Stansel

1. Financial Report

Madam Treasurer – Shared DCTT financial information. Questioned a cell phone bill over \$2,000.

Evony – Explained former management signed a contract with the Development Authority for new phones and data plans. Per the former management's decision, the bill had not been paid since March 2020. The phone contract ends in February. Shared she made plans to remove the phone number from the Development Authority when the contract ends.

ACTION ITEMS

- To approve the addition of a Finance Committee within DCTT.
Motion: Madam President
Seconded – Madam Treasurer
Approved – Unanimous
- To approve the Explore Georgia/Georgia State Travel Guide Ad as amended.
Motion: Madam President
Seconded – Madam Treasurer
Approved – Unanimous

ANNOUNCEMENTS

Evony – Introduced Dabney Norton, Administrative Assistant.

NEXT MEETING: 3/10/2021 @ 10:30 am

ADJOURNMENT