



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

(2/9/2022 @ 10:30 AM)

Teleconference Via Zoom

CALL TO ORDER @ 10:34 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: Madam Vice President  
Approved: Unanimous

APPROVAL OF MEETING MINUTES

Dorsha Simmons

1. Regular Scheduled Meeting 1/12/2022  
Motion: Madam Treasurer  
Seconded: Madam Vice President  
Approved: Unanimous

OLD BUSINESS

Evony Hammonds

1. Updates: Museum Signs, Trail Signs, Social Media

NEW BUSINESS

Evony Hammonds

1. Black History Month Exploration Challenge Status  
2. Media Buying/Sweetwater Creek State Park Exploration Challenge  
Madam Vice President – Asked additional questions about the Country radio station. Says she’s going to pull additional information on the station’s demographics.  
3. Kiosk Microsite  
4. VIC Video  
5. Film Trail Website Design  
Board Members – Agreed to move forward with design #3  
Madam Treasurer – Asked about current filming in the county  
Evony – Shared the county has not decided who in the county should handle filming permits. For now, she is emailing and forwarding film crews to the commissioner’s office.

6. Boundary Waters Wayfinding Signage

Madam President – Requested the design of the Community Garden and Boundary Waters Park signage are cohesive. Asked Evony to request a copy of Douglas County branding from its Communication Department.

7. 2021 Taxes and 1099s

8. 2021 Annual Report

Evony – Requested feedback from the Board by Wednesday, Feb. 16th

9. Strategic Plan Study

Evony – Will create and share a list of 10-15 possible interviewees by Friday, Feb. 11th

10. STR Report

11. Arrivalist Update

12. SEO Update

OFFICER REPORTS

President

Dorsha Simmons

1. 2022 MOU

2. DCTT Board Elections

Board President

Motion: To re-elect Dorsha Simmons as DCTT Board President made by Marjorie Stansel

Seconded: Madam Vice President

Approved: Unanimous

Board Vice President

Motion: To re-elect Coriya Burns Falker as DCTT Board Vice President made by Dorsha Simmons

Seconded: Madam Vice President

Approved: Unanimous

Board Treasurer

Motion: To re-elect Marjorie Stansel as DCTT Board Treasurer made by Dorsha Simmons

Seconded: Madam Vice President

Approved: Unanimous

Treasurer

Marjorie Stansel

1. DCTT Accounting

Madam Treasurer – Asked Evony to pay via check any amount over \$1000.00.

Madam President – Requested Madam Treasurer investigate using Wells Fargo Bill Pay as the USPS is not as reliable as it once was.

ACTION ITEMS

- To approve Newton Simon Advertising to purchase media in the amount of \$19,935.50.

Motion: Madam Treasurer

Seconded: Madam Vice President

Approved: Unanimous

- To approve 365 Degree Total Marketing to create a kiosk microsite in the amount of \$3,125.00.

Motion: Madam Treasurer

Seconded: Madam Vice President

Approved: Unanimous

- To approve 365 Degree Total Marketing to add DCTT to VIC video in the amount of \$12,796.00

Dorsha Simmons, President

Motion: Madam Treasurer

Seconded: Madam Vice President

Approved: Unanimous

- To approve Extreme Images to create Wayfinding Signage in the amount of \$14,625.15.

Motion: Madam Treasurer

Seconded: Madam Vice President

Approved: Unanimous

#### ANNOUNCEMENTS

NEXT MEETING: 3/9/2022 @ 10:30 AM

ADJOURNMENT @ 11:41 AM