



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

(3/9/2022 @ 10:30 AM)

Teleconference Via Zoom

CALL TO ORDER @ 10:32 AM

Dorsha Simmons

ROLL CALL

Evony Hammonds

Dorsha Simmons, President (Present)
Coriya Burns Falker, Vice-President (Present)
Marjorie Stansel, Treasurer (Present)
Charmaine DePass (Present)
Terence Eady (Absent)
Davin Auble (Present)
Don Geiger (Present)

INVOCATION

Madam Treasurer

ADOPTION OF THE REGULAR MEETING AGENDA

Dorsha Simmons

Motion: Madam Treasurer - To amend the Regular Meeting Agenda by adding an item 10 under New Business for Hydrangea Festival Marketing Event

Seconded: Don

Approved: Unanimous

APPROVAL OF MEETING MINUTES

Dorsha Simmons

1. Regular Scheduled Meeting 2/9/2022

Motion: Madam Vice President - To amend the 2/9/2022 Regular Scheduled Meeting Minutes with the correction of a typo in reference to board elections.

Seconded: Davin

Approved: Unanimous

NEW BOARD MEMBERS INTRODUCTION

Dorsha Simmons

OLD BUSINESS

Evony Hammonds

1. Strategic Plan

2. BHM Exploration Challenge

3. Sweetwater Creek State Park Exploration Challenge

Madam President -Requested DCTT pay for parking for the group hike.

Evony – Will work with park rangers to see what we can do.

4. Updates: Kiosk Installation/Trails Sign Installation/Annual Report

5. Wayfinding Signs

Board – Requested final mockups of each sign before printing. Mockups to be delivered in the next board meeting.

NEW BUSINESS

Evony Hammonds

1. Future Exploration Challenges

Evony – Suggested reducing marketing/media buying funds on some Exploration Challenges as ROI is not seen in signups/players. Suggested Juneteenth should be a social media post and not an Exploration Challenge.

Madam Vice President – Suggested looking into <https://unexpectedatlanta.com/> for Exploration Challenges ideas and possibly a partnership.

2. Agri Trail Exploration Experience Event

3. Updated Media Materials

4. Redesigned Airport and Billboard Graphics

Board – Gave feedback on highway billboard designs.

Evony – Will present revised designs at next BOD meeting.

5. STS – Tourism Marketing College

6. STR Report

7. Arrivalist Update

8. SEO Update

9. Lease Renewal

10. Hydrangea Festival Marketing Support

Madam Treasurer – Requested DCTT Marketing support for the Hydrangea Festival. Requested 5k.

Madam President – Suggested an Exploration Challenge for this event, rather than sponsorship request.

Madam Treasurer – Agreed to an Exploration Challenge

Evony – Will create a Hydrangea Festival Exploration Challenge for the Hydrangea Festival and present to the board in the next meeting.

OFFICER REPORTS

President

Dorsha Simmons

1. In-Person Meetings

Board – Agreed to having the next DCTT board meeting in person at the Meritage Center.

Treasurer

Marjorie Stansel

1. DCTT Accounting

ACTION ITEMS

- To approve the renewal of DCTT's rent lease at Meritage Center for 13 months in the amount of \$9,100.00.

Motion: Madam Vice President

Seconded: Davin

Approved: Unanimous

- To approve revised size of Community Garden Wayfinding sign in the amount of \$792.00 (3x6).

Motion: Madam Vice President

Seconded: Madam Treasurer

Approved: Unanimous

- To approve additional Wayfinding signs for Boundary Waters Park in the amount of \$428.00.

Motion: Davin

Seconded: Madam Treasurer

Approved: Unanimous

- To approve Evony to attend STS Marketing College June 5 -10, 2022 in the amount of \$2,000.00.

Motion: Davin

Seconded: Madam Treasurer

Approved: Unanimous

- To approve MMI to produce the Agri Trail Exploration Experience Event in the amount of \$10,000.

Motion: Madam Treasurer

Seconded: Charmaine

Approved: Unanimous

ANNOUNCEMENTS

NEXT MEETING: 4/6/2022 @ 10:30 AM at the Meritage Center *note this is the first Wednesday in April

ADJOURNMENT @ 12:26 PM