



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

(4/6/2022 @ 10:30 AM)

Meritage Centre  
3400 Chapel Hill Rd, 1st Floor Theater, Douglasville, GA 30122

CALL TO ORDER @ 10:32 AM	Dorsha Simmons
ROLL CALL	Evony Hammonds
Dorsha Simmons, President (Present)	
Coriya Burns Falker, Vice-President (Absent)	
Marjorie Stansel, Treasurer (Present)	
Charmaine DePass (Present)	
Terence Eady (Absent)	
Davin Auble (Present)	
INVOCATION	Marjorie Stansel
ADOPTION OF THE REGULAR MEETING AGENDA	Dorsha Simmons
Motion: Madam Treasurer	
Seconded: Charmaine	
Approved: Unanimous	
APPROVAL OF MEETING MINUTES	Dorsha Simmons
1. Regular Scheduled Meeting 3/9/2022	
Motion: Madam Treasurer	
Seconded: Davin	
Approved: Unanimous	
OLD BUSINESS	Evony Hammonds
1. Sweetwater Creek State Park Exploration Challenge	
2. Updates: Strategic Plan/Kiosk Installation/Trails Sign Installation & Reprinting	
3. Film Trail Website Redesign and Social Media	
Evony: Asked board members to review the website when they have a moment. Will send the link in an email.	
4. Revised Highway Billboard Design	
Board members: Gave feedback on design	
Evony: Will work with graphic designer to revise and email revised designs to board members	
5. Wayfinding Signage – Boundary Waters Park and Community Garden	
Board members: Gave feedback on design	
Evony: Will work with graphic designer to revise and email revised designs to board members	

## NEW BUSINESS

Evony Hammonds

### 1. Hotel Billboard & Wayfinding

Board members: Gave feedback on design

Evony: Will work with graphic designer to revise and email revised designs to board members

### 2. 2022 Exploration Challenge/Experience Plan

Evony – Shared details on media buying and concerns about ROI.

Madam President - Expressed the need to have a mass media buying and marketing campaign for the new trails.

Other items that have been proven do not need such a robust media buying plan.

### 3. Hydrangea Fest Exploration Challenge

Madam President – Requested a revised Media Buying plan.

Evony – Will revise and present in the next board meeting.

### 4. Agri Trail Kickoff

Madam President – Requested a revised Media Buying plan.

Evony – Will revise and present in the next board meeting.

### 5. STR Report

### 6. Arrivalist Update

### 7. SEO Update

### 8. 1<sup>st</sup> QTR OKRs

## OFFICER REPORTS

President

Dorsha Simmons

Madam President: Discussed open BOD seat.

Treasurer

Marjorie Stansel

### 1. DCTT Accounting

## ACTION ITEMS

- To approve re-printing of the description portion of trail signs in the amount of \$4,662.25.

Dorsha Simmons -Yes

Marjorie Stansel - Yes

Charmaine DePass - No

Davin Auble - Yes

Motion: Davin

Seconded: Madam Treasurer

Motion not Passed: 3-1

- To approve media buying for the Hydrangea Fest Exploration Challenge in the amount of \$5,485.00.

Motion: Madam Treasurer – To hold action item until the next BOD meeting.

Seconded: Davin

Approved: Unanimous

- To approve media buying for the Agri-Trail Event in the amount of \$5,485.00.

Motion: Madam Treasurer - To hold action item until the next BOD meeting.

Seconded: Charmaine

Approved: Unanimous

- To approve Agri-Trail Exploration Kickoff items in the amount of \$1,000.00.

Motion: Madam Treasurer

Seconded: Davin

Approved: Unanimous

- To approve two hotel billboards on I-20 W & I-20 E for one-year in the amount of \$70,900.00.

Motion: Madam Treasurer

Seconded: Charmaine

Approved: Unanimous

- To approve hotel wayfinding signage in the amount of 5,917.90.

Motion: Davin

Seconded: Madam Treasurer

Approved: Unanimous

- To approve final wayfinding designs for Boundary Waters Recreation Center.

Motion: Madam Treasurer – To hold approval of Wayfinding signs for the Boundary Waters Recreation Center and Community Garden Until the next BOD meeting

Seconded: Davin

Approved: Unanimous

#### ANNOUNCEMENTS

NEXT MEETING: 5/11/2022 @ Meritage Centre

ADJOURNMENT @ 12:17 PM