



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

(5/11/2022 @ 10:30 AM)

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

CALL TO ORDER @ 10:30 AM	Dorsha Simmons
ROLL CALL	Evony Hammonds
Dorsha Simmons, President (Present)	
Coriya Burns Falker, Vice-President (Present)	
Marjorie Stansel, Treasurer (Absent)	
Charmaine DePass (Present)	
Terence Eady (Present)	
Davin Auble (Present)	
INVOCATION	Dorsha Simmons
ADOPTION OF THE REGULAR MEETING AGENDA	Dorsha Simmons
Motion to Approve: Davin	
Second: Charmaine	
Approved: Unanimous	
APPROVAL OF MEETING MINUTES	Dorsha Simmons
1. Regular Scheduled Meeting 4/6/2022	
Motion to Approve: Madam President	
Second: Terence	
Approved: Unanimous	
OLD BUSINESS	Evony Hammonds
1. Updates: Strategic Plan/Kiosk Installation/Sponsorship/Trail Signs/DCTT Video/DCTT Rack Card	
2. Hydrangea Fest Exploration Challenge Media Buying	
Madam President – Questioned the ROI for DCTT? Asked how the museum measures attendance?	
Board – Agrees with Madam President.	
Evony – Shared she posed the same questions to Susanne Hudson and was told there is no current attendance monitoring system for the festival.	
3. Agri Trail Kickoff Media Buying	
4. Film Trail Website Redesign / Film Office	
5. Billboard Designs – Highway / Hotel	
6. Wayfinding Signage – Boundary Waters Park / Community Garden / Hotel	
Board – Gave design feedback on Community Garden signs.	
7. STS Marketing College Hotel	

NEW BUSINESS

Evony Hammonds

1. Chattahoochee RiverLands Project
2. Paid Search Summer Media Buying Campaign
3. ACVB State of Tourism
4. VIC Video
5. 2023 GA State Park Guide Ad

Madam President – Requested a few photo changes for the 2023 ad based on the 2022 ad.

6. Arrivalist Update
7. SEO Update

OFFICER REPORTS

President

Dorsha Simmons

Treasurer

Marjorie Stansel

1. DCTT Accounting

Board President – As Madam Treasurer is absent, there is no Treasurer report prepared for April's financials.

ACTION ITEMS

- To approve media buying for the Hydrangea Fest Exploration Challenge in the amount of \$6,828.00.
Motion to Approve: Madam Vice President
Second: Davin
Approved: Unanimous
- To approve media buying for the Agri-Trail Kickoff in the amount of \$17,328.00.
Motion to Approve: Davin
Second: Terence
Approved: Unanimous
- To approve media buying for a Summer Google Hotel Search Campaign in the amount of \$12,045.00.
Motion to Approve: Madam Vice President
Second: Charmaine
Approved: Unanimous
- To approve the Douglas County Film Trail website's new design.

Discussion:

Madam President: Asked the board would it be beneficial to revise the website to include the other trails under one site?

Board: Agreed and suggested URL options.

Evony: Will purchase the domains and gather pricing options for the website.

Motion to table approval of the Douglas County Film Trail website design: Madam Vice President

Second: Charmaine

Approved: Unanimous

- To approve highway billboard designs.
Motion to Approve: Madam President
Second: Madam Vice President
Approved: Unanimous

- To approve highway hotel billboard designs.

Motion to Approve: Madam Vice President

Second: Charmaine

Approved: Unanimous

- To approve wayfinding designs for Boundary Waters Recreation Center.

Motion to Approve: Madam Vice President

Second: Davin

Approved: Unanimous

- To approve wayfinding designs for the Community Garden.

Motion to Approve: Madam President

Second: Davin

Approved: Unanimous

- To approve STS Marketing College hotel room for Evony Hammonds in the amount of \$710.00.

Motion to Approve: Madam President

Second: Terence

Approved: Unanimous

- To approve the Video Information Center video.

Motion to Approve: Davin

Second: Terence

Approved: Unanimous

- To approve the 2023 GA State Park Guide Ad in the amount of \$9,950.00.

Motion to Approve: Madam Vice President

Second: Terence

Approved: Unanimous

ANNOUNCEMENTS

NEXT MEETING: 6/11/2022 @ Zoom and 7/6/2022 @ Meritage Center

ADJOURNMENT @ 12:00 PM