



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

(5/12/2021 @ 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)

Susan Henderson (Absent)

Terence Eady (Present)

INVOCATION

Dorsha Simmons

ADOPTION OF THE REGULAR MEETING AGENDA

Dorsha Simmons

Motion: Madam Treasurer

Seconded: Madam President

Approved – Unanimously

APPROVAL OF MEETING MINUTES

Dorsha Simmons

1. Regular Scheduled Meeting 3/10/2021

Motion Madam President

Seconded: Terence Eady

Approved – Unanimously

OLD BUSINESS

1. Sweetwater Creek State Park Exploration Challenge Recap

Evony Hammonds

Evony – Overview of the Sweetwater Creek State Park Exploration Challenge

NEW BUSINESS

Evony Hammonds

1. Presentation: Susanne Hudson/Douglas County Museum of History & Art Garden Tour Fundraiser

Susanne – Overview of the DC Museum of History & Art Garden show. Feedback was given.

Madam President – Proposed Garden Tour social media boosting for three weeks at \$250.00 per week, totaling \$750.000.

2. Juneteenth Exploration Challenge

Evony – Overview of the Juneteenth Exploration Challenge rules. Feedback given.

3. Airport Advertising 2022

Evony – Overview of 2022 airport advertising options. Feedback given

4. DCTT Video

Evony – Overview of video production for DCTT. Feedback given

5. 2021 Budget/OKR Status

Evony – Overview of Q1 OKR status. Feedback given.

OFFICER REPORTS

President

Dorsha Simmons

1. Vacant DCTT BOD Seat

-Overview of vacant DCTT Board seat. Input asked.

Treasurer

Marjorie Stansel

1. DCTT Accounting

-Overview of DCTT April accounting. Feedback given.

ACTION ITEMS

- To approve Media Miracles, Inc. to produce three DCTT videos with two versions each video in the amount of: an overall DCTT video for \$20,000.00, DCTT Attractions video for \$5,000.00, and a DCTT Trails video for \$5,000.00 totaling \$30,000.00.

Motion to Hold: Madam President – To hold Media Miracles, Inc. video production until DCTT has a better grasp on video elements, needs, and schedule for promotion.

Seconded – Madam Treasurer

Approved – Unanimously

- To approve 2022 advertising in Hartsfield-Jackson Atlanta International Airport in the amount of \$106,353.00 to run from January 3, 2022 – Jan 2, 2023.

Motion: Madam President

Seconded – Madam Vice President

Approved – Unanimously

- To approve the Juneteenth Exploration Challenge in the amount of \$2,873.23.

Motion: Madam Treasurer

Seconded – Madam Vice President

Approved – Unanimously

- To approve promotion of the Douglas County Museum of History & Art Garden Tour in the amount of \$750.00 for three weeks of social media boosting.

Motion: Madam President

Seconded – Madam Vice President

Approved – Unanimously

ANNOUNCEMENTS

NEXT MEETING: 6/9/2021 @ 10:30 AM

ADJOURNMENT @ 12.23 PM