



Douglas County Travel and Tourism, Inc.  
Board of Directors  
**Meeting Minutes**  
**Regular Scheduled Meeting**  
(06/10/2020)  
Teleconference Via Zoom

CALL TO ORDER @ 10:31am	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)	
Jamil Foster (Present)	
Scot Gladstone (Absent)	
INVOCATION	Dorsha Simmons
ADOPTION OF THE REGULAR MEETING AGENDA	Dorsha Simmons
Motion: Madam Treasurer – To approve the adoption of the regular meeting agenda	
Seconded: Jamil	
Approved: Unanimous	
APPROVAL OF MEETING MINUTES	Dorsha Simmons
1. Regular Scheduled Meeting 3/26/2020	
2. Regular Scheduled Meeting 4/8/2020	
3. Special Called Scheduled Meeting 4/16/2020	
4. Special Called Scheduled Meeting 4/24/2020	
5. Regular Meeting 5/13/2020	
6. Special Called Meeting 6/01/2020	
Motion: Madam Treasurer – To approve meeting minutes items 1-6	
Seconded – Madam Vice-President	
Approved - Unanimous	
NEW BUSINESS	Collin Cash
1. Officers to research D&O insurance carriers	
Collin- Explained D&O insurance and has passed on research to Marjorie for further action.	
Madam President – Invited officers to research companies for D&O for seven board members.	
Noted Collin and Evony are county employees, they are already protected.	
Madam Treasurer – Will reach out to D&O company used by Douglas County Master Gardeners.	

## 2. State Department of Tourism Update

Collin – Attended a webinar hosted by the Department of Economic Development (DEC) and State Tourism Department. As of now, the state Department of Tourism is planning to launch state rebranding soon, focused on Georgia residents. Because of limited resources, the DEC and State Tourism Department are asking all state DMO's to pull their resources together, as DCTT is already doing. As of right now, the State Tourism Department has paused all advertising spending. Moving forward, they will rely on research to guide the focus of future advertising. The next update will be on the second Tuesday in July.

Madam President – Asked that information is shared in presentation moving forward.

Madam President- Asked how DCTT doing financially.

Collin – Shared this time last year DCTT collected \$444,675 in hotel/motel tax. This year, at YTD, DCTT is down \$145,764. However, only five hotels have paid their April taxes, and some have not paid March.

Madam Treasurer – Asked how and when do those funds flow into DCTT banking account?

Collin – Shared the county receives the funds and they divvy it up to deposit quarterly. Will double-check with the county finance department to find out when the next DCTT deposit will be made by the county.

## UNFINISHED BUSINESS

### 1. DCTT Policies

Madam President – Explained slides 1 & 2. Asked Collin to share how the money is divided.

Collin - The Department of Community Affairs states its up to the Douglas County Attorney to determine how the money is divided. Explained the breakdown of the funds that the county receives, other entities and DCTT. The county will give DCTT an estimated budget amount for planning in December. DCTT money rolls over at the end of the year.

Madam President – Explained slide 3.

Madam Treasurer – As DCTT's year will close December 31<sup>st</sup>, papers will be delivered to auditors, and returned by February. Requested to revise the policy to read as:

“DCTT will procure audited financial statements to be presented to the DCTT BOD by the regular meeting in February of each year in accordance to O.C.G.A. 48-13-50(a)(8)(B).”

Susan – Questioned if the February deadline is not met, are there any consequence?

Madam Treasurer – Answered no.

Madam President – Explained slide 4.

Madam President – Explained slide 5. Shared that staff may need to outsource strategic plan.

Collin - Shared agreement with the plan.

Madam President – Explained slide 6. Shared Evony earned a certificate from FAU in Hospitality and Tourism (15 credit hours).

Madam President – Explained slide 7. Shared examples of why it is important for DCTT to have its own standard contract for vendors. Asked Collin if DCTT has a credit card and/or debit card.

Collin – Yes, to credit card. No longer using debit card.

Madam President – As DCTT does not have a p-card or debit card, the policy will read as “credit card expenses”.

Collin – Asked for clarification on the \$1,000 spending limit.

Madam President – Answered, if there is a specific item for a specific vendor in the budget, then that money is set once approved. If it is a general line item, for example X amount for website update, then each cost under that line item would need to be approved by the Board, if it is over the \$1000.00 spending limit. Shared if something needs to adjust along the year, please bring it up to the Board at a regular scheduled meeting, or Board can call a special meeting.

Madam Treasurer – Asked does staff need to come back to Board every time for payment?

Madam President – Answered No. Only if it is above the threshold, and not already approved in the budget.

Collin – Asked if a vendor approaches staff with an advertising deal, can staff move forward without Board approval?

Susan – Asked how many times does this occur in a year?

Collin – Replied at least three times a year.

Susan – Stated Dorsha is trying to make sure Board is responsible with the budget. Asked if \$1000.00 enough for spending without Board approval?

Evony – Shared over the past year the average last-minute spending from an advertising vendor has been between \$1200 and \$1500.

Madam Treasurer – Recommend the amount is changed to \$2000.00.

Madam President – Agreed to change the amount to \$2,000.

Madam President – Explained slide 8.

Madam President – Asked if there were comments, questions or concerns.

OFFICER REPORTS  
President

Dorsha Simmons

Shared with the Board the desire to have an Executive Session in the meeting. However, because of time, will forego until the next regular scheduled meeting.

Treasurer

Marjorie Stansel

Shared moving forward will modify the report to model DCTT policy. Shared financial report.

ACTION ITEMS

Dorsha Simmons

- Approval to incorporate DCTT policies as amended.

Motion: Madam Treasurer – To approve to incorporate DCTT policies as amended.

Seconded – Madam Vice-President

Approved – Unanimous

- Approval to hire FAME Marketing to enhance the DCTT website by adding Google Maps to each attraction in the amount of \$1,250.00.

Motion: Madam Treasurer – For approval to hire FAME Marketing to enhance the DCTT website by adding Google Maps to each attraction in the amount of \$1,250.

Seconded – Jamil

Approved - Unanimous

- Approval to pay the final invoice from The Collaborative Firm in the amount of \$2,750.00.

Motion: Madam Treasurer – For approval to pay the final invoice from The Collaborative Firm in the amount of \$2,750.00

Seconded – Madam Vice-President

Approved - Unanimous

#### ANNOUNCEMENTS

Madam President – Provided update on DCTT social media contracted. As of last week (week 6 of the contract), DCTT had a social media audience reach of 650k, and The Branding House Agency is on track to reach an audience of 1.5 million by the end of contract.

Evony – Provided an update on DCTT contract with Media Miracles. Media Miracles is working on having a 1-minute video for DCTT by Juneteenth (June 19<sup>th</sup>). Evony participated in a shoot/interview on June 8<sup>th</sup> at the Douglas County Museum of History & Art that went very well. There is another shoot/interview today at the courthouse.

NEXT MEETING: 07/8/2020

ADJOURNMENT @ 11:38am