



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

(7/21/2021 @ 10:30 AM)

Teleconference Via Zoom

CALL TO ORDER 10:31 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 (Present)

Terence Eady (Present)

INVOCATION

Coriya Burns Falker

ADOPTION OF THE REGULAR MEETING AGENDA

Approved – Unanimously

Dorsha Simmons

APPROVAL OF MEETING MINUTES

Dorsha Simmons

1. Regular Scheduled Meeting 6/9/2021

Approved – Unanimously

OLD BUSINESS

1. DCTT Juneteenth Exploration Challenge Recap

Evony – Recap of the Juneteenth Exploration Challenge

NEW BUSINESS

1. Butterfly Trail/Douglas County Trails Exploration Challenges

Evony Hammonds

Evony – Overview of the Butterfly Trail and Douglas County Trails Exploration Challenge. Feedback was given.

2. DCTT Video – Media Miracles Inc.

Evony – Overview of DCTT videos.

3. Douglas County Museum of History & Art Signage

Evony – Overview of Douglas County Museum of History & Art Signage. Feedback was given.

Madam President/Madam Treasurer/Susan – Requested cost of an electrician to know the entire cost of the project

Madam President – Asked Madam Chair for an update on power washing the building.

Madam Chair – Replied she would make sure the power washing happens.

Madam President/Madam Chair- Requested pricing to replace the words "Museum" faux neon and paint the words "Douglas County Courthouse."

4. Douglas County Museum of History & Art Kiosk

Evony – Overview of Douglas County Museum of History & Art Kiosk. Feedback was given.

Madam President/Susan – Requested the cost of an electrician and contractor to know the project's entire cost.

Madam Treasurer – Expressed concern for having a kiosk at the museum.

Madam President – Explained the importance of the kiosk for marketing to tourists and visitors.

5. Trails Signage

Evony – Overview of Trail Signs.

Madam Treasurer – Shared 11 Butterfly Trail signs are needed and not 10.

Madam President – Requested pricing for removing current trail signage and adding one more Butterfly Trail sign.

6. 2021 Banner Ads – <https://gastateparks.org/> / 2022 GA State Parks Ad

Evony – Overview of current and upcoming banner ads.

OFFICER REPORTS

President

Dorsha Simmons

-Overview of Board of Commissioners presentation

Treasurer

Marjorie Stansel

1. DCTT Accounting

-Overview of DCTT June accounting.

ACTION ITEMS

- To approve traditional (WUBL-FM, WWPW-FM, WAMJ-FM, WAMJ-HD, and WPZE-FM) and satellite radio ads (Spotify) in the amount of \$47,200.00 for the Butterfly Trail and Douglas County Trails Exploration Challenges.

Motion: Madam Vice President – Friendly Amendment - To approve traditional (WUBL-FM, WWPW-FM, WAMJ-FM, and WPZE-FM) and satellite radio ads (Spotify) in the amount of \$45,200.00 for the Butterfly Trail and Douglas County Trails Exploration Challenges.

Seconded: Madam Treasurer

Approved – Unanimously

- To approve Media Miracles, Inc. to produce a social media video and audio for radio ads for the Butterfly Trail and Douglas County Trails Exploration Challenge in the amount of \$8,000.00.

Motion: Madam Vice President

Seconded: Madam Treasurer

Approved – Unanimously

- To approve Media Miracles, Inc. to produce an overall DCTT video in the amount of \$30,000.00.

Motion: Susan

Seconded: Charmaine

Approved – Unanimously

- To approve Denyse Signage & Architectural Elements to create and install building signage on the front and back of the Douglas County Museum of History & Art in the amount of \$34,484.63.

Motion to Hold: Madam President – To hold this action item until cost of electrician has been determined.

Seconded: Madam Treasurer

Approved – Unanimously

- To approve Kiosk & Display to create and install a 55" Kiosk in front of the Douglas County Museum of History & Art in the amount of \$44,911.80 including three years of monthly maintenance.

Motion to Hold: Madam President – To hold this action item until cost of electrician and contractor has been determined.

Seconded: Madam Treasurer

Approved – Unanimously

- To approve Rhyme & Reason to create a Kiosk microsite in the amount of \$2,900.00.

Motion to Hold: Madam President - To hold this action item until final costs of the kiosk and signage has been determined.

Seconded: Madam Treasurer

Approved – Unanimously

- To approve Extreme Images to create and install trail (Film, History, Agri, and Butterfly) signs in the amount of \$33,087.90.

Motion: Madam Vice President

Seconded: Madam Treasurer

Approved – Unanimously

- To approve a 1/2 Page ad in the 2022 Georgia State Park Guide in the amount of \$8,000.00.

Motion: Madam Treasurer

Seconded: Madam Vice President

Approved – Unanimously

ANNOUNCEMENTS

NEXT MEETING: 8/11/2021 @ 10:30 AM

ADJOURNMENT @ 11:48 AM