



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

(7/6/2022 @ 10:30 AM)
Zoom Teleconference

CALL TO ORDER	Dorsha Simmons
ROLL CALL	Evony Hammonds
Dorsha Simmons, President (Present)	
Coriya Burns Falker, Vice-President (Present)	
Terence Eady, Treasurer (Present)	
Marjorie Stansel (Absent)	
Charmaine DePass (Present)	
Davin Auble (Present)	
INVOCATION	Coriya Burns Falker
ADOPTION OF THE REGULAR MEETING AGENDA	Dorsha Simmons
Motion: Davin	
Seconded: Madam Vice President	
Approved: Unanimous	
APPROVAL OF MEETING MINUTES	Dorsha Simmons
1. Regular Scheduled Meeting 6/8/2022	
Motion: Madam Vice President	
Seconded: Davin	
Approved: Unanimous	
PRESENTATION	
1. ESI Solutions/Strategic Plan	Alan Parter
Madam President – Requested ESI provided tangible tourism products and tourism attraction trends for the final report.	
OLD BUSINESS	Evony Hammonds
1. Updates:	
● Kiosk Installation	
Madam President – Asked Evony to investigate advertising options for the kiosk.	
● Trail Signs/Website	
● Community Garden Wayfinding Signs	
● Boundary Waters Wayfinding Signs	
● Google Paid Search	
● Billboards	
2. Hotel Wayfinding	
Charmaine – Asked to investigate updating the current signs off I-20 E/W.	
Evony – Will speak to Douglas County DOT to see what can be done.	

3. Agri Trail Kickoff

Evony – Shared the Agri-Trail Kickoff was sold out. Asked if the board would like to move forward with media buying.
Board – Asked Evony to open tickets for up to 250 guests and limit tickets to 4 per guest. Agreed to move forward with the Media Buying plan.

NEW BUSINESS

Evony Hammonds

1. 2023 GA State Parks Guide Ad
2. Revised Airport Trails Billboard

Madam President – Asked Evony to change the inside of the Film Trail log to a pop of color as green is hard to read.

3. Butterfly Trail Exploration Challenge
4. 2023 Billboard Renewal – Airport & Highway
5. Arrivalist Update
6. SEO Update
7. OKRs

OFFICER REPORTS

President

Dorsha Simmons

Treasurer

Terence Eady

1. DCTT Accounting

ACTION ITEMS

- To approve the 2023 GA State Parks Ad.

Motion: Davin

Seconded: Mr. Treasurer

Approved: Unanimous

- To approve the revised Trails Airport Billboard.

Motion: Mr. Treasurer

Seconded: Davin

Approved: Unanimous

- To approve Hotel Wayfinding I-20 and Thornton Rd signage.

Motion: Madam President – To hold the approval of Hotel Wayfinding I-30 and Thornton Rd signage until the next meeting.

Seconded: Davin

Approved: Unanimous

- To approve 2023 highway and airport billboards contract renewals in the amount of \$199,654.00.

Motion: Davin

Seconded: Terence

Approved: Unanimous

- To approve the media buying plan for the Butterfly Trail Exploration Challenge in the amount of \$6,828.00.

Motion: Mr. Treasurer

Seconded: Davin

Approved: Unanimous

ANNOUNCEMENTS

NEXT MEETING: 8/10/2022 @ Meritage Center 3rd Floor

ADJOURNMENT @ 12:26 PM