



Douglas County Travel and Tourism, Inc.  
Board of Directors

## Meeting Minutes Regular Scheduled Meeting

(08/12/2020)

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)

INVOCATION

Dorsha Simmons

ADOPTION OF THE REGULAR MEETING AGENDA

Dorsha Simmons

Motion: Madam President – To revise the regular meeting agenda to read as:

- Executive Session
- Action Items
- Officer Reports (Treasurer)
- Unfinished Business
- Approval of Meeting Minutes
- New Business
- Announcements
- Next Meeting
- Adjournment

Seconded – Madam Vice President

Approved - Unanimous

Executive Session

Dorsha Simmons

## ACTION ITEMS

Dorsha Simmons

- Approval to revise DCTT By-laws to allow current Board Members the right to vote in new Board Members in order to replace outgoing Board Members

Motion: Madam President – To revise DCTT Bylaws (Article II Section 4) to read as:

....shall be appointed by the Douglas County Board of Commissioners adhering to the recommendation/selection of the DCTT Board of Directors (except for district commissioners' appointments), and shall serve for the unexpired term of his/her predecessor.

Seconded – Madam Treasurer

Approved - Unanimous

## OFFICER REPORTS

Dorsha Simmons

Treasurer

Marjorie Stansel

-Madam Treasurer – Reviewed the latest financial reports.

## UNFINISHED BUSINESS

### 1. D&O Insurance

Madam President - Presented an overview of a State Farm Insurance D&O estimate. Requested other board members to bring any other estimates to the next regular scheduled BOD meeting.

Madam Treasurer – Shared she has requested an estimate from Cincinnati Insurance and hopes to have it by the next meeting.

## APPROVAL OF MEETING MINUTES

Dorsha Simmons

### 1. Regular Scheduled Meeting 7/15/2020

Motion: Madam Treasurer – To approve adoption of meeting minutes from 7/15/2020.

Seconded – Madam Vice President

Approved - Unanimous

## NEW BUSINESS

Collin Cash

### 1. African American History One-Minute Video

Evony - Briefly explained background on the video and played the video.

### 2. DCTT Website Google Maps Update

Evony – Recapped the Google Maps conversation and showed the maps on the website.

### 3. 501c6 Application Update

Collin – Provided an update on DCTT's 501c6 application status from the Douglas County Finance & Legal advisors, who are in discussion with the IRS rep handling the DCTT account.

### 4. DCTT Revised 2020 Marketing Plan

Collin/Evony – Reviewed the revised 2020 Marketing Plan.

Madam President – Asked staff to improve the 2020 revised marketing plan to be fruitful with detailed information, rather than just a financial breakdown. A full traditional marketing report. Requested staff also revise the financial portion of the report to take each item line by line, and not as a whole. Explained not every item in the financial section may be approved by the BOD. Also, include potential audience reach numbers to track future ROI. The revised material will be

needed if, and when, DCTT BOD are asked to present an update to Douglas County BOC.  
Susan – Asked staff to obtain demographic information from Douglas County to include in the revision of the report. Also requested proximity to Six Flags over Georgia is added to the SWOT section of the marketing report. In addition, Susan shared her concerns about the African American pillars videos not being inclusive of others.  
Madam President – Responded to Susan by sharing background information on the African American video, as well as giving an historical perspective on the culture.  
Charmaine – Asked staff to correct the address of Hilton Garden Inn Atlanta West & Home2 Suites by Hilton Atlanta West in the marketing report.

#### ANNOUNCEMENTS

Madam President – Reminded board members of DCTT meeting attendance policy per By-Laws. Also asked the BOD if they are willing to have a special called meeting to review/vote on a newly revised 2020 Marketing Plan.  
BOD – Agreed to a special called meeting.

#### NEXT MEETING:

Special Called Meeting - 8/21/2020 @ 9:30am  
Regular Scheduled Meeting - 09/17/2020 @ 10:30am

ADJOURNMENT @ 12:23pm