



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

(9/14/2022 @ 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 (Absent)  
Marjorie Stansel (Present)  
Charmaine DePass (Present)  
Davin Auble (Present)

INVOCATION

ADOPTION OF THE REGULAR MEETING AGENDA

Dorsha Simmons

Motion: Marjorie - Motion to Approve the Regular Meeting Agenda with the spelling correction of steal to steel  
Seconded: Davin  
Approved: Unanimous

APPROVAL OF MEETING MINUTES

Dorsha Simmons

1. Regular Scheduled Meeting 8/10/2022  
Motion: Davin  
Seconded: Marjorie  
Approved: Unanimous

PRESENTATION

1. ESI Solutions - Strategic Plan Final Report

Alan Parter

Madam President – Shared per DCA rules, DCTT is not allowed to organize events  
Alan Parter – Will revise the section of the report that speaks to DCTT organizing events  
Frank Robinson – DCTT will receive a revised final report in less than two weeks

OLD BUSINESS

Evony Hammonds

1. Updates:

- Butterfly Trail Exploration Challenge Wrap-up
- Kiosk – DCTT Signage and Ads

Signage on Kiosk:

Madam President – Requested that the DCTT logo is switched with the current logo location. Add the words Visitors Kiosk

Board – Agreed

Evony – Will present a new design at October’s Board Meeting

Advertising on Kiosk:

Madam President – Shared that she felt the price for programming an ad on the kiosk was astronomical

Marjorie – Agreed. Also, shared that she’s not sure if DCTT needs ads on the kiosk

Madam President – Shared the ads would be an opportunity for other tourist attractions in the county and for DCTT to generate more revenue

Davin – Agreed the cost of programming the ad on the kiosk is too much to support

Madam President – Asked Evony to research options to reduce the 1k programming cost

- Boundary Waters Wayfinding Signs - Wooden Post Revisions

Madam President – Shared that the unfinished wood posts make the signs look unfinished and asked if the posts could be painted.

Marjorie – Shared that the signs won't last as long if they're painted

Evony – Shared that the cost to paint seven wooden signs is \$332.00

Madam Vice President and other directors agreed they should be painted

## 2. Google Advertising Results

Madam Vice President – Asked Evony to do additional research on the lead cost of \$382.50. What is the ROI on the lead cost?

## NEW BUSINESS

Evony Hammonds

### 1. Arrivalist Update

Evony - Shared that the website is down, and August's data is not available

Madam President – Shared DCTT should receive a refund for the inconvenience

Evony – Shared that she will investigate

### 2. SEO Update

### 3. Southeast Tourism Society – Tourism College Wrap-up

## OFFICER REPORTS

### President

Dorsha Simmons

-Shared Commissioner Robinson has requested she come before the commissioners to give an update on DCTT's achievements and budget requests. Evony is working on the presentation.

-Recapped the Boundary Waters Recreational Complex Wayfinding Signs Ribbon-Cutting Ceremony.

### Treasurer

Terence Eady

### DCTT Accounting

Madam President – Asked Evony if there was a report from Mr. Treasurer

Evony – Replied no. Shared that has not received Treasurer reports for April, May, and June

Marjorie – Shared that she still has not received coordinating bank statements to complete the reports

Madam President – Said she would reach out to Mr. Treasurer

#### ACTION ITEMS

- To approve Extreme Images to create signage for the tourism kiosk as designed.  
-Hold to the next meeting when the design is revised
- To approve Media Buying for Google Advertising for the remainder of 2022 in the amount of \$24,000.  
-Hold to the next meeting when additional questions can be answered
- To approve steel posts for Boundary Waters Wayfinding Signs in the amount of \$3,163.25.  
-Hold to the next meeting when the action item is revised to the cost of painting current wooden posts

#### ANNOUNCEMENTS

##### **Michaela Walker**

Evony shared an update with the board

##### **Future Projects**

Madam Vice President – Asked the Board and Evony if Douglas County had anything like ‘Best of Douglasville’?

Board + Evony – No one was familiar with anything similar

Madam President – Shared that she would like to board to get together outside of the regular scheduled meeting to discuss the strategic plan and action items as they contemplate the 2023 DCTT budget. Requested the board to come to the meetings with ideas and numbers. Asked Evony to create a poll to find a date/time

NEXT MEETING: 10/12/2022 @ Zoom Teleconference

ADJOURNMENT @ 11:39 AM