



Douglas County Travel and Tourism, Inc.
Board of Directors

Meeting Minutes Regular Scheduled Meeting

09/17/2020 @ 10:30am

Teleconference Via Zoom

CALL TO ORDER

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

Coriya Burns Falker

ADOPTION OF THE REGULAR MEETING AGENDA

Dorsha Simmons

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

- Approval of the Regular Meeting Agenda
- Approval of Meeting Minutes
- Officer Reports
- Action Items
- Unfinished Business
- New Business
- Announcements
- Next Meeting
- Adjournment

Seconded – Marjorie

Approved - Unanimous

APPROVAL OF MEETING MINUTES

Dorsha Simmons

1. Regular Scheduled Meeting 8/12/2020
2. Special Called Meeting 8/21/2020

Motion: Madam Treasurer – To approve regular scheduled meeting minutes from 8/12/2020 and special called meeting minutes from 8/21/2020

Seconded – Madam Vice President

Approved - Unanimous

OFFICER REPORTS

Dorsha Simmons

President

1. Arrivalist

– Madam President – Explained Arrivalist would be discussed during the 2020 Marketing Plan presentation.

2. DCTT Marketing Plan and OKR's

-Madam President –Presented the 2020 Covid-19 DCTT Marketing Plan. Explained this plan is a blueprint for staff to create a robust 2021 Marketing Plan.

-Madam Chair – Expressed gratitude and extreme pleasure with the 2020 DCTT Marketing Plan and presentation. Requested Madam President present an update on DCTT's progress to the Douglas County Commissioners, perhaps in December. Updated a few Douglas County stats for the 2020 marketing plan.

-Madam President – Accepted Madam Chair's invitation to present a DCTT update to the Douglas County Board of Commissioners. Also asked Madam Chair where Douglas County stands on 2020 Census Participation?

-Madam Chair – Replied census participation is at 68.8%. Shared commissioners should have a final census report in October, as the deadline to participate is September 31st.

-Madam Vice-President – Thanked Madam President for her hard work on the marketing plan. Reiterated incentives would be great for tourist. Giving tourist something to have in their hands like a face mask with the DCTT logo, or hand sanitizer, would be a win. Also questioned why the mall is listed as a strength on the SWOT analysis. Stated DCTT proximity to the airport is an opportunity to seize Atlanta overflow guests. Mentioned research from her work has proved overflow guests are currently securing hotel rooms north of Atlanta. Also, wanted to know if the web management portion of the marketing plan was for a total overhaul or maintenance.

-Madam President – Answered by stating residents in other counties are visiting Arbor Place Mall, so that is an opportunity to gain tourists. In addition, explained staff and her concern over being nicked and dimed by the current webmaster. Finding a new webmaster to design would be better, even if staff did their own updates.

-Madam Treasurer- Expressed delight on the presented 2020 DCTT Marketing Plan.

ACTION ITEMS

Dorsha Simmons

- Approval to enter into a one-year contract with Arrivalist for marketing research in the amount of \$25,000.00.

Motion: Madam Vice President – To approve a one-year contract with Arrivalist for marketing and research in the amount of \$25,000.00.

Seconded – Madam Treasurer

Approved - Unanimous

- Approval to move forward with a half-page advertisement in the 2021 Georgia State Parks Guide in the amount of \$8,625.00.

Madam President – Requested taking action on this item until next meeting.

Collin – Expressed urgency in getting this approved, as vendor needed an answer on this day.

Madam President – Asked for details on this publication.

Collin – Explained brochure is placed in statewide Visitor Information Centers (VICs).

Jamil – Asked to see the last ad that was placed with this publication.

Evony - Held up the 2019 ad on camera.

Madam President – Requested a file of ads in the G-Drive. Expressed concern as she has never seen an ad that has been published, and many have been published over the past several

months. Requested an opportunity in the future to provide feedback on advertisements.
Collin – Agreed. Also added there is now a discount for participation in this publication. Pricing is now \$8,000.00.

Motion: Madam Vice-President – To approve participation in the 2021 Georgia State Parks Guide in the amount of \$8,000.00.

Seconded – Madam Treasurer

Approved – Unanimous

Treasurer

Marjorie Stansel

- Madam Treasurer - Reviewed the financial report.
- Madam President – Questioned a payment to The Collaborative Firm after their contract with DCTT was dissolved.
- Collin- Answered the invoice/email from The Collaborative Firm came during the time she was in the hospital and it slipped through the cracks.
- Madam President – Requested staff stay on top of bills. Also, questioned a grant listed on the financial document.
- Collin - Explained it is not actually a grant, but more of a refund. In 2019 AMTA partners paid into metro area tourism marketing efforts. Not all the money was spent, so what is being called a grant is really a refund.

UNFINISHED BUSINESS

1. D&O Insurance

- Madam Treasurer – Shared she brought a document to the DCTT office for Collin to sign in order to obtain an estimate from Cincinnati Insurance. Also, shared she is fine moving forward with the estimate presented by Madam President in a previous BOD meeting.
- Madam President – Requested to see the Cincinnati Insurance estimate to compare both side by side.

2. New Board Member (Resumes, Scorecard)

- Madam President - Shared and explained the new board member score card she created in to assist current board members in finding replacement board members. Requested current board member participation in filling out the score card.

NEW BUSINESS

Collin Cash

1. African American History Five-Minute Video

- Evony – Shared for lack of time, this item and the others under new business can be discussed later. Also shared item #2 was already discussed under action items.
- Collin – Agreed.
- Madam President – Agreed.

2. Georgia State Parks Guide 2021

3. 2020 Georgia Tourism Summit

4. Update on DC Film Office

5. U.S. Travel Association Membership

6. Douglas County High School Presentation

ANNOUNCEMENTS

- Madam President – Reiterated to staff she has now created the framework on how DCTT

Marketing Plans should look. Staff should follow the guidelines to develop a 2021 DCTT Marketing Plan to be presented in the next regular scheduled DCTT BOD meeting. Staff should align OKRs to the budget. Administrative, marketing and any other categories should be separate. Staff should keep in mind Covid-19 while developing materials.

NEXT MEETING: 10/14/2020 @ 10:30am

ADJOURNMENT @ 12:11am