



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

(10/12/2022 @ 10:30 AM)

Zoom Teleconference

CALL TO ORDER @ 10:34 AM

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

Dorsha Simmons

ADOPTION OF AMEND THE REGULAR MEETING AGENDA

Dorsha Simmons

Motion: Madam President – Motion to amend the regular scheduled meeting agenda to move the last three action items and their presentation to the top of the agenda

Seconded: Terence

Approved: Unanimous

ADOPTION OF THE REGULAR MEETING AGENDA

Dorsha Simmons

Motion: Davin – Motion to adopt the regular scheduled meeting agenda as amended

Seconded: Terence

Approved: Unanimous

APPROVAL OF MEETING MINUTES

Dorsha Simmons

1. Regular Scheduled Meeting 9/14/2022

Motion: Davin

Seconded: Terence

Approved: Unanimous

NEW BUSINESS

1. 2023 Explore Georgia Media Buy

2. Threshold Report / Renewal

Madam President – Requested Threshold 360 is reported monthly.

3. Arrivalist Update / Renewal

## ACTION ITEMS

- To approve Explore Georgia 2023 media buys in the amount of 26,595.00.

Motion: Terence

Seconded: Madam Vice President

Approved: Unanimous

- To approve the Threshold 360 renewal contract for 2023 in the amount of \$10,000.00

Motion: Madam Vice President

Seconded: Davin

Approved: Unanimous

- To approve the Arrivalist contract for 2023 in the amount of \$20,000.00.

Motion: Madam Vice President

Seconded: Charmaine

Approved: Unanimous

## OLD BUSINESS

Evony Hammonds

### 1. Updates:

- Kiosk – DCTT Sunscreen, Ads, and Data
- Wayfinding Signs – Post Painting  
Board – Signs are to be painted black
- History Trail Postponed – New Date
- Google Advertising

## NEW BUSINESS CONT.

Evony Hammonds

### 4. Holiday Exploration

Madam Vice President – Shared Parks & Rec holiday activities that will fit into this Exploration. Requested the prizes are worthy of participating in the prizes.

### 5. SEO Update

### 6. Q3 OKR Report

## OFFICER REPORTS

### President

Dorsha Simmons

- Reminded board members of the Special Called Meeting on October 18<sup>th</sup> @ 5:30 PM at Meritage Centre to discuss the 2023 Strategic Plan. Ask board members to have ideas and data/ numbers to support.
- Shared DCTT will need to send a mid-year report to the Douglas County Board of Commissioners per their new policy.
- Asked Evony to determine the due date for next year's budget per the DCTT Bylaws. Madam President will present DCTT's 2023 budget to the Douglas County Board of Commissioners in January 2023.
- Requested Evony work on a Calendar of Events for the DCTT website.

### Treasurer

Terence Eady

### 1. DCTT Accounting

- Will revise the September report to separate TPD and TCT funds.

ACTION ITEMS CONT.

- To approve XXX to create sun covering for the tourism kiosk in the amount of XXX.

Motion: Madam President – To hold this action item until later.

Seconded: Davin

Approved: Unanimous

- To approve Extreme Images to paint wayfinding posts at Boundary Waters Recreational Complex in the amount of \$332.00

Motion: Terence

Seconded: Madam Vice President

Approved: Unanimous

- To approve Media Buying for Google Advertising for the remainder of 2022 in the amount of \$24,000.00.

Motion: Madam Vice President

Seconded: Davin

Approved: Unanimous

ANNOUNCEMENTS

NEXT MEETING: 11/9/2022 @ Meritage Center 1<sup>st</sup> Floor

ADJOURNMENT @ 11:29 AM