



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

(10/13/2021 @ 10:30 AM)

Teleconference Via Zoom

CALL TO ORDER @ 10:33 AM

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 (Absent)
Terence Eady (Present)

ADOPTION OF THE REGULAR MEETING AGENDA

Dorsha Simmons

Motion: Madam Treasurer
Seconded: Madam Vice President
Approved: Unanimous

APPROVAL OF MEETING MINUTES

Dorsha Simmons

1. Regular Scheduled Meeting 9/8/2021
Motion: Madam Vice President
Seconded: Madam President
Approved: Unanimous

PRESENTATIONS

Evony Hammonds

1. Presentation: CAC/Emily Lightner
Emily Lightner – Presented the CAC’s need for building renovation financial support
Madam President – Shared reasons why DCTT would not be able to sponsor building renovations. However, offered sponsorship opportunities for marketing CACs 2022 events. Emily is to submit sponsorship application for 2022 events by the next DCTT Board meeting.
2. Presentation: Gray Research Solutions/Shannon Gray
Shannon Gray – Presented Strategic Plan Outline
Board- Expressed concerns for the hotel portion of the research

OLD BUSINESS

Evony Hammonds

1. Trails Signage Update
2. Museum Signage Update
3. Douglas County Museum of History & Art Kiosk Update
4. Trails Exploration Challenge status
Requested to extend the challenge to 10/31.

NEW BUSINESS

Evony Hammonds

1. Admin Assistant/Social Media Consultant
2. Holiday Trails Exploration Challenge

Board – Requested additional information about the challenge

Madam President/Madam Treasure – Suggested changing the name to Douglas County Holiday Exploration

3. Threshold 360 contract/USTA Contract/ D&O Insurance renewal
4. Web Management Contract Renewal
5. 2022 Explore Georgia Travel Guide
6. Arrivalist Update

Madam President – Asked if Arrivalist can track Metro Atlanta events and how it relates to Douglas County hotel guests/tourism

Madam Vice President – Will present a list of popular events to Evony for Arrivalist tracking

7. SEO Update
8. OKRs

OFFICER REPORTS

President

Dorsha Simmons

1. 2022 TPD Projects: Wayfinding Signage
2. Boundary Waters Recreational
3. Community Garden

Madam Chair gave accolades to the full DCTT Board of Directors and Evony for their work

Treasurer

Marjorie Stansel

1. DCTT Accounting

ACTION ITEMS

- To approve the renewal of D&O insurance policy in the amount of \$1,554.00
Motion: Madam President
Seconded: Madam Vice President
Approved: Unanimous
- To approve Gray Research Solutions to create a 5-year strategic plan in the amount of \$59,820.00
Madam President – Recommended not voting on this now and requested a refined proposal.
- To approve the Holiday Exploration Challenge in the amount of \$10,000.00
Madam President - Recommended not voting on this item until additional details on this item are presented to the board.
- To approve Threshold 360 contract renewal for 2022-2023 in the amount of \$10,000.00.
Motion: Madam Vice President
Seconded: Terence
Approved: Unanimous
- To approve an ad in the 2022 Explore Georgia Travel Guide in the amount of \$6,295.00.
Motion: Terence
Seconded: Madam Vice President
Approved: Unanimous

ANNOUNCEMENTS

NEXT MEETING: 11/10/2021 @ 10:30 AM

ADJOURNMENT