



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

(6/9/2021 @ 10:30 AM)

Teleconference Via Zoom

CALL TO ORDER @ 10:34 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 (Present)  
Terence Eady (Present)

INVOCATION

Coriya Burns Falker

ADOPTION OF THE REGULAR MEETING AGENDA

Dorsha Simmons

Motion: Madam President – Friendly amendment to add approval of the Special Called Meeting Minutes from 5/18/2021 to the Regular Scheduled Meeting Agenda.  
Seconded: Madam Treasurer  
Approved – Unanimously

APPROVAL OF MEETING MINUTES

Dorsha Simmons

1. Regular Scheduled Meeting 5/12/2021 and Special Called Meeting 5/18/2021  
Motion: Madam Vice President  
Seconded: Madam Treasurer  
Approved – Unanimously

OLD BUSINESS

1. Hydrangea Festival Garden Tour Social Media Boosting Recap  
Evony - Overview of social media results for Hydrangea Festival Garden  
Madam President – Requested stats on the final total of tickets sold to evaluate ROI. Final data should always be given to DCTT BOD for every sponsorship.  
Susan – Requested data on local vs. visitor attendees at the Hydrangea Festival Garden Tour.

2. DCTT Juneteenth Exploration Challenge Status  
Evony – Overview of Juneteenth Exploration Challenge

## NEW BUSINESS

1. Presentation: Heather Daniel, Rhyme & Reason – Social Media Contract Evony Hammonds

Heather – Overview of Social Media content management proposed contract.

Madam President- Asked for more sample of social media work and expressed concerns about contract.

Madam President/Susan – Suggested using a baseline when the project begins to measure results.

2. Douglas County Museum of History & Art Signage

Evony - Overview on the Douglas County Museum of History & Art Signage.

Madam Treasurer/Susan – Requested receiving a proposal from Extreme Imaging.

Madam President – Requested revised designs by both DeNYSE and Extreme Imaging.

Madam Chair – Requested refreshing the words “Douglas County Courthouse.”

3. Douglas County Museum of History & Art Kiosk

Evony – Overview of Douglas County Museum of History & Art Kiosk.

Madam Treasurer – Requested a revised Kiosk design to better compliment the mid-century modern design of the building. Suggested asking Extreme Imaging if they create kiosks.

4. Billboard Contract Extension

Evony – Overview of a billboard contract extension.

5. Updates

A. Evony – Overview of Douglas County Chamber sponsorship request.

B. Evony – Overview of Butterfly Trail Exploration Challenge.

C. Evony – Overview of Film & Butterfly Trail Signage.

Madam Treasurer – Requested a quote/design from Extreme Imaging.

D. Evony – Overview of Short-Term Vacation Rental Webinar.

Madam President – Asked Madam Chair about the county’s plans to monitor and collect tax from short-term rental locations.

Madam Chair – Requested this topic is brought up during DCTT’s BOC presentation on June 21, as the county is in the process of creating procedures. Also requested updated DCTT financials are presented.

## OFFICER REPORTS

President

Dorsha Simmons

1. Asked board members who have not to sign and return the Conflict of Interest and Disclosure form.

2. Recapped meeting with a potential new board member.

3. Recapped recent meeting with a local committee to honor Frederick Douglass in Douglas County.

Treasurer

Marjorie Stansel

1. DCTT Accounting

Madam Treasurer – Overview of May’s financials.

## ACTION ITEMS

- To approve Rhyme & Reason for a Social Media Management contract in the amount of \$12,350.00 for three months.

Motion: Madam Treasurer

Seconded: Madam Vice President

Approved – Unanimously

- To approve Kiosk & Design to create a 55" kiosk in front of the Douglas County Museum of History & Art in the amount of \$34,171.80; with a 50% deposit totaling \$17,085.90, 25% due at time of installation totaling \$8,542.95, and \$25% due upon completion totaling \$8,542.95.

Motion: Madam President – To hold this vote to make sure DCTT does its due diligence and make certain additional options are presented.

Seconded: Madam Treasurer

Approved – Unanimously

- To approve the extension of four billboards until January 1, 2023, in the amount of \$72,304.13.

Motion: Madam President

Seconded: Madam Vice President

Approved – Unanimously

#### ANNOUNCEMENTS

NEXT MEETING: 7/14/2021 @ 10:30 AM

ADJOURNMENT @ 12:26 AM