

Meeting Minutes



Douglas County Travel and Tourism, Inc.

Board of Directors

Special Called Meeting

08/21/2020 @ 9:30am

Teleconference Via Zoom

CALL TO ORDER @ 9:33am

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)

Jamil Foster (Present)

ACTION ITEMS

Dorsha Simmons

Madam President – Explained when she compared June 2019 hotel/motel tax income to the June 2020 hotel/motel tax income, DCTT is currently behind \$246,000 in funding.

Volunteered time and services to develop a DCTT Marketing Plan and OKR's by the next BOD meeting on September 17th. This plan will help determine specific target audiences to identify proper marketing avenues. Explained to board members and staff, it is hard to approve marketing avenues without knowing the exact target audience. Also reminded staff and BOD the end goal for DCTT marketing is to increase heads in beds at Douglas County hotels. Requested staff seek out marketing opportunities in surrounding states; Tennessee, South Carolina, Florida and Alabama.

In addition, announced she will develop a Board Member Score Card.

1. To approve 2020 Revised Marketing Plan expenditures.

- A) To approve a contract between DCTT and Media Miracles to produce a series of videos, including Drone footage, to fulfill each tourism pillar in the amount of \$75,000.00.

Fails for lack of motion

- B) Motion: Madam Treasurer - To enter a contract with Joann Vitelli to take professional photos of DCTT attractions in the amount of \$500.00 per day.

Seconded – Madam President

Approved - Unanimous

- C) Motion: Madam President – To enter a smaller marketing package contract with Laurie Rowe Communications for the remainder of 2020 at the total cost of \$4,000.

Seconded – Madam Treasurer

Approved - Unanimous

- D) Motion: Madam President - To enter a contract with The Branding House Agency in the amount of \$8,000 for four weeks with a total audience reach of 1 million.
Seconded – Madam Treasurer
Approved - Unanimous
- E) To approve DCTT staff to create an Agri-Tour in the amount of \$33,000.00.
Madam Treasurer – Requested staff garner additional information on website creation and from the Georgia Farm Bureau website
Fails for lack of motion
- F) To approve ads in Georgia Magazine in the amount of \$10,000.00.
Fails for lack of motion
- G) To approve digital marketing with Alabama Media Group in the amount of \$15,000.00.
Staff removed from expenditures
- H) To approve funds for the Douglas County Historic Preservation Commission to create the Douglas County Historic Site Trail in the amount of \$5,000.00.
Madam Treasure – Requested staff garner additional information on the exact materials that will be used for the flags, as poor materials may lead to the BOD taking up this same motion again in the near future.
Fails for lack of motion
- I) To approve Atlanta Custom Media to include DCTT in the 2021 Explore Georgia Travel Guide in the amount of \$14,000.00.
Fails for lack of motion
- J) To approve an ad in Southbound Magazine with Atlanta Custom Media in the amount of \$3,000.00.
Fails for lack of motion
- K) Motion: Madam Treasurer - To approve digital advertising with Atlanta Custom Media in the amount of \$3,000.00.
Seconded – Dorsha
Approved – Unanimous
- L) To approve ATCOMM marketing package in the amount of \$20,000.00.
Fails for lack of motion
- M) Motion: Madam Treasurer - To approve local print ads and articles in Chapel Hill News & Views Magazine in the amount of \$5,000.00.
Fails for lack of seconded motion
- N) To approve the use of funds in the amount of \$3,000.00 to create and design new ads.
Staff removed from expenditures

- O) To approve Fame Marketing to update and manage DCTT websites in the amount of \$4,000.00.
Staff removed from expenditures
- P) To approve cable TV advertising with Effect TV in the amount of \$15,000.00.
Staff removed from expenditures
- Q) To approve Clear Channel Outdoor billboards in the amount of \$20,650.00.
Staff removed from expenditures
- R) To approve radio advertising with Radio One in the amount of \$7,620.00.
Staff removed from expenditures

Madam Vice President – Reminded BOD this is the perfect time to use radio as residents are looking for attractions in their backyards.

- S) To approve radio advertising with Gradick Communications in the amount of \$4408.00.
Fails for lack of motion

ANNOUNCEMENTS

Collin – Announced staff is reaching out to hotels with a survey on their current guests and needs.

Madam Vice President – Thanked Madam President for volunteering her time and services to develop a marketing plan and OKR's. Acknowledged this is a great deal of work and offered any assistance that may be needed.

ADJOURNMENT @ 10:21am