



Douglas County Travel and Tourism, Inc.
Board of Directors - Meeting Minutes
Special Called Meeting

(10/18/2022 @ 5:30 PM)
Meritage Centre 1st Floor

CALL TO ORDER @5:50 PM

Dorsha Simmons

ROLL CALL

Evony Hammonds

Dorsha Simmons, President (Present)
Coriya Burns Falker, Vice-President (Present)
Terence Eady, Treasurer (Present)
Marjorie Stansel (Present)
Charmaine DePass (Absent)
Davin Auble (Present)

ADOPTION OF SPECIAL CALLED MEETING AGENDA

Dorsha Simmons

Motion: Madam Vice President
Second: Davin
Approved: Unanimous

NEW BUSINESS

Evony Hammonds

1. 2023 Strategic Plan
Evony – Presented 2022 DCTT budget status, 2023 DCTT Marketing commitments, and several new marketing opportunities for 2023.

DISCUSSION

Dorsha Simmons

Madam President – Discussed the need for a Real Estate Highest and Best Use land study for additional tourism development in the near future. This study will let Douglas County and DCTT know the reasonably probable and legal use of vacant land or an improved property that is physically possible, appropriately supported, and financially feasible, resulting in the highest value.

Board: In Reference to 2023 TPD Funds:

- Agreed - The best option would be to look further into developing the Chattahoochee River at Boundary Waters Recreational Complex.
- Agreed to look further into the addition of an outdoor fitness park for Douglas County

Madam President: Asked Evony to set up meetings for her with DCA to discuss their Chattahoochee River development program. She also requested a meeting for her and Douglas County Park & Recreations Assistant Director Chad Griffin.

Madam Vice President: Requested details on the 3,5, and 10-year development plan for Boundary Waters Recreational Complex from the meeting with Chad Griffin.

Madam President: In reference to Hotel Specific Print ads, this item will need to be discussed further with Board Member Charmain DePass.

Evony: Expressed interest in adding new locations to the Agri-Trail in 2023.

Board: Agreed to add the following to the 2023 DCTT Budget

- Airport Billboard Lit Tension
Fabric Diorama - If the location is next to the Starbucks
- Atlanta's Best New Homes - If the price can be a co-op with Douglas County home builders
- Drive Market Television Ads - Select the top three markets based on Arrivalist data
- Additional Billboards – GA/FL Stateline and NC/SC Stateline
- DiscoverAtlanta.com – Full-year ads for Exploration Challenges and native ads
- Georgia Grown – 2023 ad for the Agri-Trail

EXECUTIVE SESSION

Dorsha Simmons

ACTION ITEMS

- To approve a compensation increase for Evony Hammonds in the amount of 98k per year from 90k beginning January 1, 2023.

Motion: Davin

Seconded: Madam Vice President

Approved: Unanimous

- To approve the revision of the Social Media Coordinator contract to remove the title of Admin Assistant and to increase compensation in the amount of 60k per year from 50k per year.

Motion: Madam Vice President

Seconded: Marjorie

Approved: Unanimous

ANNOUNCEMENTS

NEXT MEETING: DCTT Regular Scheduled Meeting - 11/9/2022 @Meritage Center 1st Floor

ADJOURNMENT @ 7:21 PM

