

Meeting Minutes



Douglas County Travel and Tourism, Inc.

Board of Directors

Special Called Meeting

(10/27/2020)

Teleconference Via Zoom

CALL TO ORDER @ 1:02pm

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)

Jamil Foster (Present)

ANNOUNCEMENTS

Madam President – Shared three updates with the board.

1. Explained she was informed the DCTT Board's decision for a new member was in line with the DCTT Bylaws as it relates to position being a person from one of the DCTT hotels.

2. Shared the DC BOC have asked her and Collin to present a status report to them at their BOC retreat on November 13, 2020. Asked Collin to share a link with the DCTT BOD so they can watch online.

3. Asked Collin for an update on the 2020 marketing plan Madam President created and presented to the DCTT Board in September.

- Collin – Shared the Atlanta Magazine sponsored content is complete, and staff started working with Laurie Rowe Communications.
- Madam President- Asked for an update next meeting. Asked that items are aligned to the three OKRs in the 2020 Marketing Plan. Said there is money to be spent this year according to that plan. The 2020 Plan is the baseline to build on for the 2021 Marketing Plan.
- Collin – Agreed.
- Madam President – Shared she would like staff to get in the habit of not just spending money, instead having a plan that aligns with goals.

OLD BUSINESS

Collin Cash

1. 2021 DCTT Marketing Plan

Collin – Started sharing the 2021 marketing plan.

Madam President – Questioned if this plan was broken down quarterly as OKR are quarterly and not yearly.

Collin – Explained deeper into the plan some OKRs are monthly and quarterly.

Evony – Explained OKRs (pg. 5) in the report.

Collin - Shared the county finance office informed her DCTT will be receiving a check within the next few weeks to a month for 70k. That will change the 2021 budget. Continue sharing the marketing plan.

Madam Vice President – Asked if the proposed virtual tours will be free.

Evony – Explained the tours would be free and live on exploredouglascountyga.com. Shared the virtual tours are enhancements to the current attraction maps currently listed on the website.

Collin/Evony- Continued sharing the 2021 marketing plan.

Madam President – Explained web management is not an OKR.

Collin – Shared she was confused by the OKR example and apologized if the team did not get the OKRs correct. Explained she's worked with different formats, but not with OKRs.

Madam President – Shared she available to help the team as she has done previously.

Collin/Evony – Detailed the Social Media Campaign page in the 2021 marketing plan. Collin asked if the objective is an OKR.

Madam President - Explained because OKRs are quarterly, each quarter should have an objective. Gave an example. Shared the plan needs a bit of revision to make sure it is aligned with overall goals. Also shared staff did an excellent job with the planning portion but needs to align with quarterly OKRs to give staff more direction.

Collin – Asked would the board like staff to continue presenting the current plan as is?

Jamil – Responded yes.

Collin – Continued sharing the 2021 marketing plan (slides 9-15 & 23 – 30).

Madam Vice President – Referenced 5k spending for Hydrangea Festival (pg. 30 of 2021 marketing plan). Questioned was the 10k-15k spending on the fest by DCTT a directive from DC BOC. Also, asked if DCTT is the only organization promoting the Hydrangea Festival?

Collin- Explained the city partners on Hydrangea Festival, but it varies from year to year. Gave background on the Hydrangea Festival. Shared the funds request for this year came from Madam Chair.

Madam Vice President – Agreed with the spending for the 150th anniversary but moving forward would like staff to dig a little deeper as it doesn't seem fair for the majority of spending to fall on DCTT, if DCTT can't measure benefits.

Madam President- Asked since DCTT is a 501(c)6 now, can it budget as the board sees fit?

Collin - Yes. Moving forward, if there are certain pressures on staff from DC BOC, then staff will rely on DCTT BOD to make the final decision.

Madam President – Agreed. It's best for staff to remain neutral on matters that can be handled board to board.

Collin – Expressed she would like the DCTT BOD to address money given to the Douglas County Museum of History & Art and how the funds are being spent.

Madam President – Requests additional information on Collin's concerns, but after the 2021 Marketing Plan explanation is complete.

Collin – Agreed and completed the 2021 Marketing Plan and Operating Budget.

Madam President – Requested sponsorships, promotions, and partnerships be removed from the operating budget and added into the marketing plan. Also, requested staff salaries and fringes be included in the operating budget.

Collin – Shared she will make changes for the next DCTT BOD meeting.

Madam President- Asked if DCTT funds any other salaries other than Collin and Evony's. Shared she was told DCTT might be funding salaries for the DC Museum of History and Arts staff.

Collin – Responded no and explained the museum gets money out from the hotel/motel tax that's earmarked for tourism product and development (TPD money). Explained again how hotel/motel tax money is divided.

Madam President – Asked how much money is allocated to the museum.

Collin – Shared it's a percentage and not a dollar amount. The Chamber of Commerce gets 25% (from TCT). Shared she was tasked with writing the contracts to align their allocations more with the law, prior to the creation of the DCTT BOD. Cultural Arts Council gets a set amount of \$57,240 (25.44% from TPD funds capped at \$57,240). Museum gets 57.5% from TPD funds with a cap of \$130,000.

Madam President – Asked how are these organization's being held accountable for the money they are given?

Collin – Shared she tried to build benchmarks into the contract, but it has not been followed by the organizations.

Madam President – Asked if the CAC and Museum are 501(c)6 and is it legal for them to receive hotel/motel funds.

Collin – Explained TPD money can be paid to a 501(c)3 and a list of other organizations. They cannot receive TCT funds as it only goes to a 501(c)6.

Madam President – Questioned why Collin was tasked with writing legal documents versus a county attorney or a legal professional.

Collin – Explained a bit of background with the county finance department, her former boss, and county attorney. She was instructed no to push.

Madam President – Thanked Collin for the background information.

Collin – Made a comment about the Butterfly Trial Facebook Page.

Madam President – Asked who oversees the Butterfly trail.

Madam Treasurer – Explained she is one of the founding members of the Butterfly Trial and Master Gardeners maintains 3 or 4 of the garden. Shared there are no tourism funds going to the Butterfly Trail.

Madam Vice President – Shared the board received a note a week ago about a bill from Chapel Hill News & Views that was overdue. Asked Collin how can the board can assist in staying on top of bills?

Collin – Explained, sometimes bills get stuck in spam folders, but the bill has been paid.

Madam President – Asked Collin which ad was placed.

Collin – Shared it was the Trails, Trails, Trails ad.

Madam Treasurer – Shared the museum is working on the History Trail but did not understand the hold up.

Collin – Explained there has been back and forward between museum staff and herself over permanent signage for the History Trail. Shared the museum is looking for DCTT to pay for the History Trail.

Madam President – Shared she didn't know they wanted DCTT to pay for it but thought DCTT was expected to contribute. Asked the board if they agreed; if DCTT is going to pay for the History Trail, then DCTT should retain ownership.

Jamil – Agreed with Madam President.

Madam President – Asked Collin to send the board a map of the trail.

Collin – Shared she didn't believe there is a map just yet.

Madam Treasurer – Shared she has a map she can mark some locations on for the board.

Collin – Said she would get with the museum staff to see what they have to share with the board.

NEXT MEETING

November 11, 2020 @ 10:30am

ADJOURNMENT @2:23pm