



Douglas County Travel and Tourism, Inc.
Board of Directors - Regular Scheduled Meeting Minutes
(6/28/2023 @ 10:30 AM)
Meritage Centre 3400 Chapel Hill Road, 1st Floor, Douglasville, GA 30135

CALL TO ORDER @ 10:35 AM Dorsha Simmons

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

INVOCATION Marjorie Stansel

ADOPTION OF THE REGULAR MEETING AGENDA Dorsha Simmons

Motion: Davin
Seconded: Marjorie
Approved: Unanimous

APPROVAL OF MEETING MINUTES Dorsha Simmons
1. Regular Scheduled Meeting 5/10/2023

Motion: Marjorie
Seconded: Davin
Approved: Unanimous

OLD BUSINESS Evony Hammonds

1. Updates:
- Outdoor Gym at Boundary Waters Recreational Complex
 - Family Reunion Website Tab
Board: Provided Feedback.
Evony: Will revise and send an updated version to the board for approval.
 - SEO Marketing Status
Madam President: Asked Evony for a list of keywords used in DCTT's SEO Marketing
 - Television Ads Status
 - Clinton Nature Preserve Exploration Challenge/Hike Wrap-up

NEW BUSINESS Evony Hammonds

1. Butterfly Trail Exploration Challenge Media Buy
Madam President: Suggested Evony creates a plan to break down social media spending per week/post for this campaign.
2. Wayfinding Signs @ Clinton Nature Preserve
3. Douglas County ARPA Grant for DCTT
4. STS Tourism Marketing College
Madam President: Requested demographics on Pickleball, Disc Golf
Director Auble: requested the number of tennis courts in the county.
Evony: Will gather demographic information as well as research Sports Tourism for Pickleball and Disc Golf.

5. Analytics

- Arrivalist
- Kiosk
- Linktree
- Threshold
- SEO

6. DCTT MOU May Payment Status

OFFICER REPORTS

President

Dorsha Simmons

-Shared the importance of Board Member attendance at meetings. She also requested Board Members alert her and/or Evony if they cannot attend meetings.

Treasurer

Terence Eady

1. DCTT Accounts

ACTION ITEMS

- To approve Extreme Images to create wayfinding signage for Clinton Nature Preserve in the amount of \$22,529.00.

Motion: Davin

Seconded: Charmaine

Approved: Unanimous

- To approve media buying for the Butterfly Trail Exploration Challenge in the amount of \$8,650.00.

Motion: Marjorie

Seconded: Davin

Approved: Unanimous

- To approve SEO Marketing in the amount of \$24,000.00 for four months.

Motion: Marjorie

Seconded: Charmaine

Approved: Unanimous

ANNOUNCEMENTS

NEXT MEETING: 7/14/2023 10:30 AM @ Meritage Center 1st Floor

ADJOURNMENT @11:40 AM

