



Douglas County Travel and Tourism, Inc.
Board of Directors - Regular Scheduled Meeting Meetings
(9/13/2023 @ 10:30 AM)
Meritage Centre 3400 Chapel Hill Road, 1st Floor, Douglasville, GA 30135

CALL TO ORDER @ 10:32 AM

Dorsha Simmons

ROLL CALL

Evony Hammonds

Dorsha Simmons, President (Present)
Coriya Burns, Vice-President (Absent)
Marjorie Stansel (Present)
Charmaine DePass (Present)
Davin Auble (Present)
Valarie Mitchell (Present)
Tina Herriott (Present)

INVOCATION

ADOPTION OF THE REGULAR MEETING AGENDA

Dorsha Simmons

Motion: Marjorie
Seconded: Charmaine
Approved: Unanimous

APPROVAL OF MEETING MINUTES

Dorsha Simmons

1. Regular Scheduled Meeting 8/9/2023

Motion: Marjorie
Seconded: Davin
Approved: Unanimous

OLD BUSINESS

Evony Hammonds

1. Updates:

- Wayfinding Signage @ Clinton Nature Preserve
Board: Gave feedback on signs.
- Sports Tourism
- Agri-Trail Additions/The Preserve Life
Madam President: Shared experience on a recent visit to The Preserve Life.
Evony: Will begin adding locations that have already agreed to be on the trail.
- Talk of Alabama
- Butterfly Trail Exploration Challenge

NEW BUSINESS

Evony Hammonds

1. GA HMT

2. 2024 Media Buying

Board: Discussed the upcoming 2024 Marketing/Media Buying planning meeting.

Madam President: Asked board members to come to the meeting with ideas.

3. Douglas County Film Office

4. Dine – ExploreDouglasCountyGA.com

5. Analytics

- Arrivalist
- Kiosk
- Linktree
- Threshold
- SEO

OFFICER REPORTS

President

Dorsha Simmons

1. Foxhall Resort

Madam President: Shared an update on a recent visit to Foxhall Resort.

Treasurer

1. Presentation: Wells Fargo Bank

2. DCTT Accounts

ACTION ITEMS

- To approve a half-page ad in the 2024 Guide to Georgia State Parks and Historic Sites in the amount of \$9,950.00.

Motion: Davin

Seconded: Marjorie

Approved: Unanimous

- To approve an Explore GA media buy as presented for 2024 in the Amount of \$22,980.00.

Motion: Marjorie

Seconded: Charmaine

Approved: Unanimous

ANNOUNCEMENTS

NEXT MEETING: 10/11/2023 10:30 AM @ Meritage Center 1st Floor

ADJOURNMENT @ 12:26 PM

