



Douglas County Travel and Tourism, Inc.  
Board of Directors - Meeting Minutes Special Called Meeting  
(10/16/2024 @ 6:00 PM)  
Meritage Centre 3400 Chapel Hill Road, 1<sup>st</sup> Floor, Douglasville, GA 30135

CALL TO ORDER @ 6:06 PM

Dorsha Simmons

ROLL CALL

Evony Hammonds

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

ADOPTION OF SPECIAL CALLED MEETING AGENDA

Dorsha Simmons

Motion: Madam Vice President  
Seconded: Marjorie  
Approved: Unanimous

NEW BUSINESS

Evony Hammonds

1. 2024 Strategic Plan

Evony: Presented the 2024 Strategic Plan Marketing Plan.

Board: Gave feedback on items in the presentation:

- Madam President: Informed Evony about new pricing for Eventbrite that will need to be added to the TCT budget.
- Madam Vice President: Evony confirmed all targeted marketing coincides with DCTT target markets, based on data.
- Marjorie: Print- Atlanta Parent Magazine: Be specific with ads in 2024. Feature Douglas County attractions/attractors that may work well for parents.
- Board: Visitor Information Centers: Declined participation in In-Center Activation Days and Pop-up Banner.

2. 2024 Strategic Plan DCTT Board Suggestions/Ideas/Feedback

Tina: Suggested advertising at The Battery or Braves website, as many hotel guests stay in Douglas County and attend Braves games. Also suggested Keller Realty publication.

Madam Vice President: Suggested Geo-targeting to attract tourists at locations nearby attractions/attractors.

Evony: Will gather pricing for both suggestions from the Media Buyer.

Madam President: Suggested creating detailed "vacay packages" (weekend/24-hour Itinerary) for guests and tourists. Itineraries should be monthly and feature which of the following: specific hotels, attractions, restaurants for breakfast or brunch, lunch, dinner, events, and attractions (with times).

Officer Reports

1. DCTT Board Treasurer Election

Motion: Valarie – To nominate Valarie Mitchell as DCTT Board Treasurer

Seconded: Madam Vice President

Approved: Unanimous

Madam President: Shared she will deposit the MOU check (received today), but the Executive Board will need to go to the bank to update the accounts. Also, the Articles of Incorporation will need to be updated on the state's website.

Evony: Will update the Articles of Incorporation on the state's website.

DISCUSSION

Dorsha Simmons

ANNOUNCEMENTS

NEXT MEETING: Regular Scheduled Meeting: 11/8/2023 10:30 AM @ Meritage Center 1<sup>st</sup> Floor.

ADJOURNMENT @ 7:14 PM

