



Douglas County Travel and Tourism, Inc.
Board of Directors - Regular Scheduled Meeting Minutes
(11/8/2023 @ 10:30 AM)
Meritage Centre 3400 Chapel Hill Road, 1st Floor, Douglasville, GA 30135

CALL TO ORDER @10:30 AM	Dorsha Simmons
ROLL CALL	Evony Hammonds
Dorsha Simmons, President (Present)	
Coriya Burns, Vice-President (Present)	
Valarie Mitchell, Treasurer (Present)	
Marjorie Stansel (Absent)	
Charmaine DePass (Present)	
Davin Auble (Present)	
Tina Herriott (Present)	
INVOCATION	Dorsha Simmons
ADOPTION OF THE REGULAR MEETING AGENDA	Dorsha Simmons
Motion: Davin	
Seconded: Charmaine	
Approved: Unanimous	
APPROVAL OF MEETING MINUTES	Dorsha Simmons
1. Regular Scheduled Meeting 9/13/2023	
Motion: Davin	
Seconded: Charmaine	
Approved: Unanimous	
2. Special Called Meeting 9/16/2023	
Motion: Davin	
Seconded: Charmaine	
Approved: Unanimous	
OLD BUSINESS	Evony Hammonds
1. Updates:	
● Wayfinding Signage Update	
● Agri-Trail Additions	
● Sports Tourism	
● Media Buys	

NEW BUSINESS

Evony Hammonds

1. Social Media Coordinator Contract Renewal
2. 2024 Proposed Budget
Board: Provided feedback on the budget.
Evony: Will revise and present it at December's BOD meeting.
3. Holiday Exploration Challenge
Board: Provided feedback.
Evony: Will revise and send it to the board this week.
4. GACVB
5. Analytics
 - Zartico
 - Kiosk
 - LinkTree
 - Threshold
 - SEO

OFFICER REPORTS

President

Dorsha Simmons

1. DCTT Executive Board Bank Meeting Setup

Treasurer

Valarie Mitchell

1. DCTT Accounts

ACTION ITEMS

- To approve Highway Billboards as presented in the amount of \$225,998.00.

Motion: Madam Vice President

Seconded: Davin

Approved: Unanimous

- To approve advertising with GA Sourcebook in the amount of \$800.00.

Motion: Madam Vice President

Seconded: Davin

Approved: Unanimous

- To approve advertising in GA Visitor Information Centers in the amount of \$18,148.00.

Motion: Davin

Seconded: Valarie

Approved: Unanimous

- To approve Drive Market Television Ads and live interviews as presented in the amount of \$101,373.00.

Motion: Madam Vice President

Seconded: Charmaine

Approved: Unanimous

- To approve the renewal of Airport Billboards as presented for three years in a total amount of \$597,025.00.

Motion: Madam Vice President

Seconded: Davin

Approved: Unanimous

- To approve SEM in the amount of \$72,000.00.

Motion: Madam Vice President

Seconded: Tina

Approved: Unanimous

- To approve advertising with Atlanta Parent Magazine in the amount of \$18,970.00.

Motion: Madam Vice President

Seconded: Tina

Approved: Unanimous

- To approve the Holiday Exploration Challenge in the amount of \$3,955.00.

Motion: Davin

Seconded: Charmaine

Approved: Unanimous

- To approve the renewal of the Social Media Coordinator contract as presented in the amount of \$60,000.00.

Motion: Madam Vice President

Seconded: Valarie

Approved: Unanimous

NEXT MEETING:

Regular Scheduled Meeting: 12/13/2023 10:30 AM @ Meritage Center 1st Floor.

ADJOURNMENT @ 12:00 PM

