



Douglas County Travel and Tourism, Inc.  
Board of Directors - Regular Scheduled Meeting Minutes  
(12/13/2023 @ 10:30 AM)  
Meritage Centre 3400 Chapel Hill Road, 1<sup>st</sup> Floor, Douglasville, GA 30135

CALL TO ORDER @ 10:33 AM	Dorsha Simmons
ROLL CALL	Evony Hammonds
Dorsha Simmons, President (Present)	
Coriya Burns, Vice-President (Present)	
Valarie Mitchell, Treasurer (Present)	
Marjorie Stansel (Present)	
Charmaine DePass (Present)	
Davin Auble (Present)	
Tina Herriott (Present)	
INVOCATION	Dorsha Simmons
ADOPTION OF THE REGULAR MEETING AGENDA	Dorsha Simmons
Motion: Davin	
Seconded: Madam Vice President	
Approved: Unanimous	
APPROVAL OF MEETING MINUTES	Dorsha Simmons
1. Regular Scheduled Meeting 11/8/2023	
Motion: Marjorie	
Seconded: Charmaine	
Approved: Unanimous	
OLD BUSINESS	Evony Hammonds
1. Updates:	
• Holiday Exploration Challenge	
• Agri-Trail Additions	
• Clinton Nature Preserve Wayfinding	
• Outdoor Gym at Boundary Waters Recreational Complex	
• Sports Tourism Study	
• Media Buys	
• 2024 DCTT Budget	
NEW BUSINESS	Evony Hammonds
1. 2024 Marketing Plan	
2. Revised Highway Billboard Design	
Board: Gave feedback on the design.	
Evony: Will have revisions made and emailed to the board.	
3. Analytics	
• Zartico	
• Kiosk	
• LinkTree	
• Threshold	
• SEO	

OFFICER REPORTS

President

Dorsha Simmons

Foxhall HMT

Treasurer

Valarie Mitchell

1. DCTT Accounts

EXECUTIVE SESSION

Dorsha Simmons

ACTION ITEMS

- To approve Newton Simon Advertising, Inc. as DCTT's 2024 media buyer.

Motion: Marjorie

Seconded: Madam Vice President

Approved: Unanimous

- To approve new entrance wayfinding at Clinton Nature Preserve in the amount of \$4,527.00.

Motion: Madam Vice President

Seconded: Marjorie

Approved: Unanimous

- To approve a three-year contract for highway billboards in the amount of \$734,193.00.

Motion: Davin

Seconded: Marjorie

Approved: Unanimous

- To approve the 2024 DCTT Marketing Plan.

Motion: Madam Vice President

Seconded: Davin

Approved: Unanimous

- To approve the 2024 DCTT Budget.

Motion: Madam Vice President

Seconded: Madam Treasurer

Approved: Unanimous

- To reconsider the agenda to add an action item for the termination of the Sports Tourism Feasibility Study with The Huddle Up Group for unsatisfactory performance.

Motion: Madam President

Seconded: Marjorie

Approved: Unanimous

- To approve the termination of the Sports Tourism Feasibility Study contract with The Huddle Up Group for unsatisfactory performance.

Motion: Madam Vice President

Seconded: Davin

Approved: Unanimous

- To approve Executive Session Item #1 to approve a 2023 bonus for Evony Hammonds in the amount of \$10,000.00.

Motion: Madam President

Seconded: Madam Vice President

Approved: Unanimous

- To approve Executive Session Item #2 to approve a 2023 bonus for Alexandra Martin in the amount of \$5,000.00.

Motion: Madam President

Seconded: Madam Vice President

Approved: Unanimous

NEXT MEETING:

Regular Scheduled Meeting: 1/11/2024 10:30 AM @ Courtyard by Marriott/Lithia Springs

ADJOURNMENT @12:08 PM

