



Douglas County Travel and Tourism, Inc.
Board of Directors - Regular Scheduled Meeting Minutes

(2/14/2024 @ 10:30 AM)

Hilton Garden Inn Atlanta West Lithia Springs - 110 Interstate W Pkwy, Lithia Springs, GA 30122

CALL TO ORDER @ 10:39 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 1/11/2024

Motion: Davin

Seconded: Tina

Approved: Unanimous

OLD BUSINESS

Evony Hammonds

1. Updates:

- Agri-Trail Exploration Challenge

- Media Buys

Madam Vice President: Asked for details on where the airport billboard will be in JFK. Also asked if Hartsfield Jackson Atlanta International Airport plans to separate DCTTs ads from other CVBs/DMOs.

Evony: Will reach out to DCTTs Media buyer to answer Madam Vice President's questions.

Board: Reviewed and gave feedback on a new Hotels Rack Card.

Evony: Will revise the Hotel Rack Card and email it to the board.

- Douglas County Parks & Rec

Evony: Shared details of her conversation with Gary Dukes, Parks & Rec Director.

Madam President: Shared concern for lack of parking at Boundary Waters Recreational Complex. She also requested a board tour of Punkintown Park to see if DCTT could assist with any needs.

Evony: Will reach out to Gary Dukes to schedule a tour and garner answers on parking at Boundary Waters Recreational Complex.

- GACVB Conference Recap

Evony: Discussed the idea of having a tourism corner at Legacy Arena.

Madam President: Requested a preliminary drawing of the arena.

Evony: Will reach out to the arena rep to garner additional details on the arena and if a tourism corner is even possible.

- Personnel Training

Madam President: Suggested LinkedIn Learning for additional training for DCTTs Social Media Coordinator.

NEW BUSINESS

Evony Hammonds

1. 2023 Audit
2. Analytics
 - Zartico
 - Kiosk
 - LinkTree
 - Threshold
 - SEO

OFFICER REPORTS

President

Dorsha Simmons

-DCTT Officer elections will be held in March.

Treasurer

Valarie Mitchell

1. DCTT Accounts

ACTION ITEMS

- To approve Media Buys of Billboards at JFK and LAX in the amount of \$68,856.00.

Motion: Madam Vice President

Seconded: Davin

Approved: Unanimous

- To approve the re-order of 48,000 Rack Cards in the amount of \$5,492.00.

Motion: Madam Vice President

Seconded: Charmaine

Approved: Unanimous

NEXT MEETING:

Regular Scheduled Meeting: 3/13/2024 10:30 AM @ Courtyard by Marriott Atlanta West Lithia Springs

ADJOURNMENT @ 11:48 AM

