



BOARD MEETING MINUTES

November 30, 2021

MEETING DATE	MEETING TYPE	MEETING LOCATION	QUORUM?
November 30, 2021	Regular	Dade County Sports Complex and Zoom videoconference	Yes

PERSONS IN ATTENDANCE					
	Name		Present	Absent	
	BOARD DIRECTORS & OFFICERS	George Williams	Chair	✓	
Kathleen Reed		Immediate Past Chair	✓		
John Rollins		Vice Chair	✓		
Harry Abell		Treasurer	✓		
Marcy Williams		Secretary	✓		
Dena Abell			✓		
Charity Barton			✓		
Jane Dixon			✓		
Dorinda Moon			✓		
Stacey Prater			✓		
COMMITTEE MEMBERS AND GUESTS	Name	Capacity or Organization			
	William Back	Legal counsel	✓		
	Orey Yates	Committee Chair, Social Media	✓		
	Richard Nace	volunteer	✓		

CALL TO ORDER AND ROUTINE MOTIONS	
Call to Order	By George Williams at 6:02 PM
Invocation	Harry Abell
Introductions	
Motion to dispense with the reading of and Approve the Meeting Minutes of November 2, 2021	Moved by Harry Abell Seconded by Kathleen Reed All Board Directors present approved
Motion to approve the Financial Reports	Financial Reports not yet generated – Harry will send next week.

COMMITTEE REPORTS

Committee reports were provided to all board directors prior to the meeting and are attached to these minutes.

DADE EXPO – Jolly Holidays! Harry reported that we are in great shape for the event this Saturday. The committee agreed to simplify by renting tables, as opposed to borrowing them from multiple organizations. Harry reminded those in charge of signs to be good citizens and pick them up right away on the day after the event.

Light Up Trenton. Dena, Jane, and Kathleen reported that they posted signs and banners around town. All participating businesses will receive an ornament in the shape of Georgia with the LUT lamppost artwork (40 were purchased at ~\$3 each). Two local people will judge business light displays to determine the 1st place winner. Citizen's Bank & Trust, the 2020 winner, will pass the plaque to the new winner on KWN-TV morning show on Wednesday, 12/8 and also on the county FB Live update on Thursday, 12/9.

Tourism. Charity reported that she has met with Todd Smith, and he is putting an attraction map together. Todd is requesting a letter from the Alliance to introduce him to potential advertisers. He has also asked if the Alliance is willing to contribute part of the cost for the maps. The board agreed to move forward with this project but would like a firmer idea of the cost before fully committing. Stacey suggested that Charity contact David Jackson, the Marion County executive, to get his feedback on the work that Todd did for the tourist map there.

OLD BUSINESS

Governor's Mansion Ornaments. The Alliance will purchase the Train Depot and the Historic Courthouse pewter ornaments from the Friends of the Library and send them to the Governor's mansion for display. Rebecca Hazen from The Dade Sentinel will interview and take a photo of representatives from the Alliance and from the Friends of the Library to write an article for the paper.

Christmas Parade. Kathleen is still firming up the plan to display Alliance for Dade signage on the Mustang Club cars.

NEW BUSINESS

Christmas Cards to Investors. Marcy reminded the board that we sent Christmas cards to all investors last year and suggested that we do so again. She showed an example of a card and estimated that the cost would be ~\$225 for cards and postage. Harry moved, and Stacey seconded, that the board approve an expenditure of up to \$250 for the cards. All board directors approved.

Welcome Center window decal. George Williams recommended that we remove the old Dade County Chamber of Commerce decal that is still on the Welcome Center door and replace it with an Alliance logo and the words "Your Chamber of Commerce and Welcome Center." Kathleen moved, and Jane seconded, that the board approve up to \$200 for a new decal. All board directors approved.

Office Equipment for Welcome Center. George shared that it is very difficult to hear callers on the phone in the Welcome Center. In addition, the computer keyboard needs to be replaced. TVN supplied the VOIP phone, so we will call them and ask for a replacement. Harry said he has a used keyboard that he will donate to the Welcome Center.

Appointment of Board Directors. Four nominees to serve a three-year term, 2022-2024, were presented at the November 2 board meeting. Marcy moved, and Charity seconded, that Harry Abell, Dena Abell, Kathleen Reed, and John Rollins be appointed to the board. All board directors present approved.

Officer Nominations for 2022. The secretary reported that the following people has submitted their names for consideration for an officer position. Each of them made a short presentation about their qualifications and why they would like to serve.

Chair	George Williams
Treasurer	Harry Abell
Secretary	Marcy Williams

Vice Chair John Rollins agreed to continue in the position if no one else was interested. The board discussed the possibility of having co-Vice Chairs and asked other board directors to consider the position. Jane moved, and Harry seconded, that the board table consideration of the Vice Chair role until the next meeting.

The Board will appoint Officers at the next Board Meeting.

Board Orientation. Marcy recommended that we schedule a board orientation session to review board policies and role responsibilities. William Back offered to present information about board ethics and open meetings rules. Marcy moved, and Kathleen seconded, that we schedule a separate meeting sometime in January for the orientation. All board directors approved.

OPEN FLOOR

Jane challenged each board director to bring in one new investor before the end of the year to help us reach our goal of 100 investors by the end of 2021. She will distribute Investor Applications to exhibitors at the DADE EXPO.

Marcy reported we will be distributing Investor renewals in December. Marcy moved, and Jane seconded, that we add two new levels - \$2,500 Diamond and \$5,000 Platinum. All board directors approved. Dena suggested that we write a summary of the Alliance's accomplishments in the past year to go out with the renewal notice. George and Marcy will write the letter and encourage investors to "step up" their investment level.

Orey Yates reported that the Mountain Valley Independent online newspaper has a monthly readership of 90,000. He can include a weekly update of Alliance activities. Jane agreed to write a weekly article.

Orey will include an article about the newly appointed board directors.

Orey asked for permission to "rebuild" our Facebook page to better suit it for a non-profit organization. The board encouraged him to do whatever is necessary. Orey reported that the best way to contact him is via text at 423.779.7774.

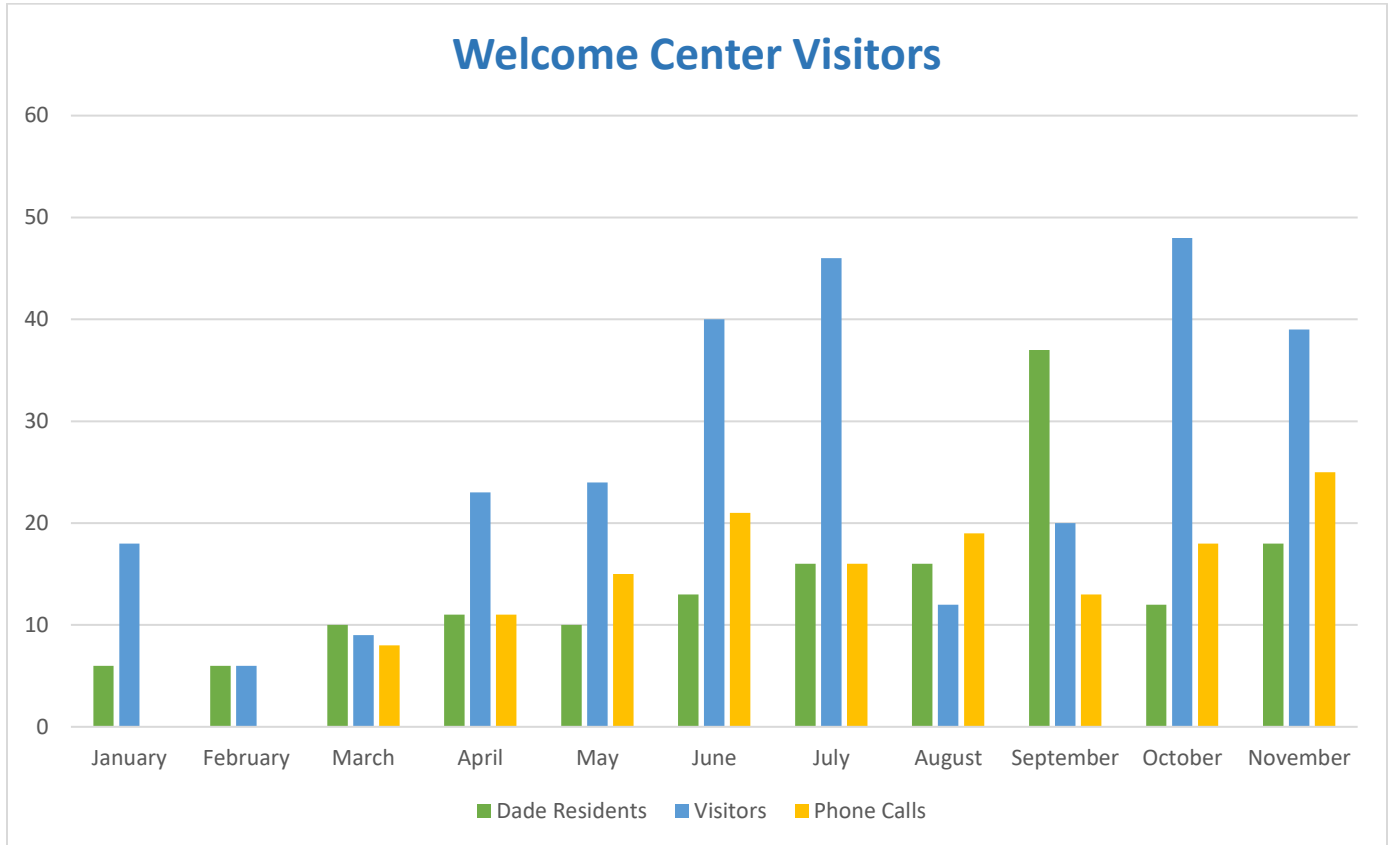
At 7:45, Harry moved, and Kathleen seconded, that the board adjourn for executive session to discuss a personnel issue. All board directors approved.

At 7:52, the executive session was adjourned, and the regular meeting reopened. Kathleen moved, and Dorinda seconded, that the board approve a \$250 bonus for Titus Cartwright, our Tourism Ambassador.

All board directors approved. Kathleen then moved, and George seconded, that we pay the bonus on the next payroll, which Titus will receive on 12/10/2021. All board directors approved.

ADJOURNMENT AND NEXT MEETING	
Meeting Adjourned at 7:55 PM	George Williams, Chair
Next Meeting	Tuesday, January 4, 2022, at 6:00 pm Location: TBA and Zoom videoconference

ADMINISTRATIVE	
Attachments	The following documents are incorporated within these Minutes: A. Committee Reports B. Investors to Date
Respectfully submitted by:	Marcy Williams, Secretary



MEMBERSHIP

Current membership stands at 86 Investors, with \$19,375 collected. Our newest investors are Blooms & Stitches, Uncle Lar’s, and Dade County Farm Bureau Insurance. We are still awaiting payment from Lookout Mountain CASA. See complete list attached.

10	Champion
8	Patron
37	Business
16	Non-Profit
3	Individual
12	Senior
0	Student
<hr/>	
86	

ALLIANCE LIVE!

Due to cancellations and illness, we are behind on videoing new Featured Investors. We are scheduling more visits on December 8. It is getting more and more difficult to convince people to do this . . . can we consider doing a MONTHLY Alliance Live! instead of weekly?



INVESTORS

11/30/2021

\$1,000	CHAMPION	10
\$500	PATRON	8
\$150	BUSINESS	37
\$100	NON-PROFIT	16
\$75	INDIVIDUAL	3
\$50	SENIOR	13
\$50	STUDENT	0
		<hr/>
		87 \$ 19,425

<u>Level</u>	<u>Organization / Individual</u>	<u>Investment Date</u>	<u>\$</u>	<u>Notes</u>
SENIOR	Harry Abell	8/1/2020	\$ 50	
SENIOR	Mike Lingle	8/1/2020	\$ 50	
SENIOR	Peggy Lingle	8/1/2020	\$ 50	
BUSINESS	SendOutCards	8/25/2020	\$ 150	
PATRON	George & Marcy Williams	8/28/2020	\$ 500	
BUSINESS	Standard Companies (Companias Estandar)	9/11/2020	\$ 150	
CHAMPION	City of Trenton	9/14/2020	\$ 1,000	
BUSINESS	Andrew Smith, Modern Woodmen of America	9/15/2020	\$ 150	
CHAMPION	Law Office of J. Robin Rogers	9/15/2020	\$ -	comp - provides \$3,000 in rent reduction
INDIVIDUAL	Carey Fauscett-Anderson	9/16/2020	\$ 75	
CHAMPION	Integer	9/16/2020	\$ 1,000	
SENIOR	Sue Gridley	9/18/2020	\$ 50	
SENIOR	Charles Mahan	9/21/2020		comp - framed WC map
SENIOR	Dena Abell	9/21/2020	\$ 50	
BUSINESS	General Woods Inn	9/23/2020	\$ 150	
CHAMPION	Citizen's Bank & Trust	9/26/2020	\$ 1,000	
BUSINESS	Above the Clouds Inn	9/29/2020	\$ 150	
BUSINESS	Guthrie's	9/29/2020	\$ 150	
BUSINESS	Home Harvest Retreat	9/29/2020	\$ 150	
PATRON	Oak Leaf Cottage	9/29/2020	\$ 500	
BUSINESS	Will & Amy Garrett	9/29/2020	\$ 150	
NON-PROFIT	Dade County Schools	10/1/2020	\$ 100	
NON-PROFIT	Dade Elementary School	10/1/2020	\$ 100	
NON-PROFIT	Dade High School	10/1/2020	\$ 100	
NON-PROFIT	Dade Middle School	10/1/2020	\$ 100	
NON-PROFIT	Davis Elementary School	10/1/2020	\$ 100	
BUSINESS	Wasawillow Farm	10/1/2020	\$ 150	
NON-PROFIT	American Legion Post 106	10/6/2020	\$ 100	
BUSINESS	Lookout Lavender	10/8/2020	\$ 150	
SENIOR	Connie Webb	10/13/2020	\$ 50	
NON-PROFIT	Optimist Club of Trenton-Dade	10/13/2020	\$ 100	
NON-PROFIT	Trenton United Methodist Church	10/13/2020		comp - provided use of room for Investor meetings
BUSINESS	Trenton Physical Therapy, Inc	10/17/2020	\$ 150	
BUSINESS	Top of Georgia Economic Development	10/19/2020	\$ 150	
CHAMPION	Dade County Georgia	10/20/2020	\$ 1,000	
NON-PROFIT	Friends of Cloudland Canyon State Park	10/23/2020	\$ 100	
CHAMPION	Georgia Power	10/26/2020	\$ 1,000	
BUSINESS	Reeves Heating & Air, LLC	10/26/2020	\$ 150	

<u>Level</u>	<u>Organization / Individual</u>	<u>Investment Date</u>	<u>\$</u>	<u>Notes</u>
BUSINESS	Creative Knitwear, Inc.	10/28/2020	\$ 150	plus made \$200 donation
PATRON	Elevated Gear	11/3/2020	\$ 500	
PATRON	Southeast Lineman Training Center	11/3/2020	\$ 500	
BUSINESS	The Dade County Sentinel	11/5/2020	\$ 150	
NON-PROFIT	Tri-State Food Pantry, Inc	11/12/2020	\$ 100	
PATRON	Chattanooga Vacation Rentals	12/8/2020	\$ 150	comp to PATRON level with donation of printer
INDIVIDUAL	Stacey Prater	12/9/2020	\$ 75	
BUSINESS	Matt Mayfield State Farm	1/2/2021	\$ 150	
BUSINESS	Bank of Dade	1/13/2021	\$ 150	
INDIVIDUAL	Dewayne Moon	2/4/2021	\$ 75	
BUSINESS	Stevie & The Moon	2/4/2021	\$ 150	
BUSINESS	ALFA Insurance - Suzan Gross	2/8/2021	\$ 150	
SENIOR	Julie West	2/26/2021	\$ 50	
SENIOR	Tom Pounds	2/26/2021	\$ 50	
NON-PROFIT	Dade County Sheriff's Office	2/27/2021	\$ 100	
BUSINESS	Real Living Southern Realty	3/3/2021	\$ 150	
BUSINESS	Discount Flooring	3/10/2021	\$ 150	
PATRON	Covenant College	3/15/2021	\$ 500	
NON-PROFIT	Sexual Assault Victim's Advocacy Center	3/15/2021	\$ 100	
BUSINESS	Glass Farm Nursery	3/18/2021	\$ 150	
SENIOR	Sally Thomas Worland	3/23/2021	\$ 50	
BUSINESS	Valley Wine & Spirits Chattanooga	3/22/2021	\$ 150	
BUSINESS	Lookout Pointe Apartments	3/25/2021	\$ 150	
BUSINESS	Elder's Ace Hardware	3/27/2021	\$ 150	
CHAMPION	Evan Stone	4/1/2021	\$ -	comp - providing use of equipment & video services
NON-PROFIT	Dade Library	4/3/2021	\$ 100	
BUSINESS	Mosteller's Towing & Recovery	4/7/2021	\$ 150	
BUSINESS	SmallTown Nutrition	4/15/2021	\$ 150	
NON-PROFIT	Dade County Health Department	4/16/2021	\$ 100	
BUSINESS	Soloff Properties	4/21/2021	\$ 150	
BUSINESS	Canyon Gallery	4/27/2021	\$ 150	
PATRON	MaDex	5/5/2021	\$ 500	
PATRON	TVN & Trenton Telephone Company	5/18/2021	\$ 500	
BUSINESS	Valley Vibes Music & Arts Festival	5/22/2021	\$ 150	
BUSINESS	Corner Coffee	7/19/2021	\$ 150	
NON-PROFIT	Dade County Industrial Developent Authority	8/4/2021	\$ 100	
NON-PROFIT	Lookout Mountain CASA	7/20/2021		awaiting payment
CHAMPION	Trenton Pressing	8/13/2021	\$ 1,000	
CHAMPION	EPB	9/9/2021	\$ 1,000	
SENIOR	Barbara Halvin	9/13/2021	\$ 50	
SENIOR	Lynne Dorsey	9/15/2021	\$ 50	
BUSINESS	Mom & Pops Shop	10/8/2021	\$ 150	
BUSINESS	The Vapory	10/15/2021	\$ 150	
BUSINESS	Tractor Supply	10/29/2021	\$ 150	
CHAMPION	Red Fox Service & Repair	11/1/2021	\$ 1,000	
BUSINESS	Uncle Lar's	11/6/2021	\$ 150	
BUSINESS	Blooms & Stitches	11/4/2021	\$ 150	
BUSINESS	Dade County Farm Bureau Insurance	11/17/2021	\$ 150	



HAPPY HOLIDAYS

Warmest thoughts and best wishes for a wonderful holiday season
and a very happy New Year.



Chamber of Commerce & Welcome Center

ALLIANCE FOR DADE

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