



BOARD MEETING MINUTES

MEETING DATE	MEETING TYPE	MEETING LOCATION	QUORUM?
February 2, 2021	Regular	Zoom Videoconference	Yes

PERSONS IN ATTENDANCE				
	Name	Officer Title(s)	Present	Absent
BOARD DIRECTORS & OFFICERS	Kathleen Reed	Chair	✓	
	George Williams	Vice Chair	✓	
	Harry Abell	Treasurer	✓	
	Jane Dixon	Secretary	✓	
	Dena Abell		✓	
	Charity Barton		✓	
	Dorinda Moon		✓	
	Chad Payne		✓	
	John Rollins		✓	
	Marcy Williams		✓	
	Name	Capacity or Organization		
COMMITTEE MEMBERS AND GUESTS	William Back	Legal counsel	✓	
	Christina Thoreson	Assistant Treasurer	✓	
	Thor Thoreson	Chattanooga Vacation Rentals	✓	
	Stacy Stephens	Director, Dade County Parks & Recreation	✓	
	Tom Pounds	Community Leader	✓	

CALL TO ORDER AND ROUTINE MOTIONS	
Call to Order	By Kathleen Reed at 6:00 PM
Invocation	Harry Abell
Motion to dispense with the reading of and Approve the Meeting Minutes of January 5, 2021	Moved by George Williams Seconded Harry Abell All Board Directors present approved
Motion to approve the Financial Reports	Moved by Kathleen Reed Seconded Harry Abell All Board Directors present approved

PRESENTATION

Stacy Stephens is the Director of Dade County Parks and Recreation and manages the Dade County Sports Complex, located at 9624 Hwy 11 South. The complex includes ball fields, tennis courts, soccer fields, ½ mile walking track, 4 pavilions, Larry Moore Park, and plenty of parking. All concessions are managed by the county. William Back is working with Stacy to get a grant to install a lighted display sign.

Stacy has 16 tournaments already booked for 2021 and he wants to get more people to attend the free events. He is asking the Alliance to help him publicize the events and the amenities of the Sports Complex.

Stacy would also like to have the Alliance help him develop a drive-through Christmas Light Display for November and December 2021. He has no money in his budget and suggested that the Alliance ask investors to sponsor sections of the display. Lights can be installed on trees and fencing at the Sports Complex. Another idea is to set up a stage and have choirs perform.

The board is enthusiastic about these ideas and will work on promoting the Sports Complex – to include adding the event schedule to the website and including information in our newsletter. Chad Payne offered to help Stacy create a Facebook page for the Sports Complex. We discussed having vendors on site during events (t-shirts, etc.) to draw more visitors and provide an outlet for investors to sell their wares. The Tourism Committee will work on additional ways to promote the complex.

Stacy is happy to allow the Alliance to do events at the Sports Complex – all we have to do is ask.

COMMITTEE REPORTS

Provided to all Directors in advance and attached to these minutes. Questions/clarifications/additions:

Treasurer's Report. Harry Abell requested approval to pay several expense reimbursements. George Williams moved, Kathleen Reed seconded, to approve the reimbursements. All Board Directors present approved.

Website Committee. Harry called to everyone's attention that he has created an Excel spreadsheet to make it easier for volunteers to document their hours. Contact Harry to get the spreadsheet.

Membership. George Williams challenged each Board Director to bring in one new investor by the March meeting. Someone from Tractor Supply stopped by the Welcome Center to pick up investor information. We will be contacting them to provide a ribbon-cutting when they open in March/April.

Signage. Nelson Eash has installed 3 Welcome Center wayfinding signs. George will contact Nelson to get the remaining 3 signs – Harry offered to help get them put up. There is still one old sign directing people to the old railroad depot office – Kathleen will contact Monda Wooten at the city to have it removed.

Welcome Center. Marcy Williams said the number 1 request at the Welcome Center is for maps. She is working with Chris Howell at the county to produce a map of Dade County and Trenton. The next project will be to produce a "tourist map" highlighting the attractions in Dade and we will sell advertising on that map. Chattanooga Vacation Rentals is interested in buying an ad.

NEW BUSINESS

Appointment of Officers and Committee Chairs

Marcy Williams presented a slate of nominees as a starting point for discussion and urged everyone to bring up additional names for consideration. Marcy suggested that we add one more Officer position: Immediate Past Chair.

Treasurer – Marcy Williams moved, and George Williams seconded, that Harry Abell be appointed Treasurer. All board directors present approved.

Secretary – Jane Dixon moved, and Kathleen Reed seconded, that Marcy Williams be appointed Secretary. All board directors present approved.

Vice-Chair – George Williams moved, and Marcy Williams seconded, that John Rollins be appointed Vice-Chair. All board directors present approved.

Chair – Discussion ensued about we should have a Chair and an Immediate Past Chair, or have Co-Chairs, or have a Chair and a President. Harry Abell moved, and Marcy Williams seconded, that we appoint Kathleen Reed as Immediate Past Chair and George Williams as Chair. Voting in favor of the motion: Jane Dixon, Harry Abell, George Williams, Marcy Williams, John Rollins, and Kathleen Reed. Opposed: none. Abstentions: Charity Barton, Dorinda Moon, Dena Abell, and Chad Payne. The motion carried with the vote of 6 in favor, 4 abstentions.

Committee Chairs were discussed. Kathleen Reed moved, Harry Abell seconded, and all board directors present approved the Committee Chairs listed below. We will be contacting W.H. and Sandra McKaig, who have expressed an interest in serving on a committee, to see if they would chair the Business Services Committee.

Committee Chairs:

Business Services	George Williams (interim)
Business Expo	Harry Abell
Economic Development	John Rollins
Membership	Kathleen Reed
Publicity	Jane Dixon
Tourism	Charity Barton
Website	Harry Abell
Welcome Center/Signage	Marcy Williams

Officers and Committee Chairs serve until a successor is elected. Thor Thoreson would like to be a member of the Tourism Committee. Tom Pounds would like to serve on a committee.

Certificates of Appreciation. Certificates have been produced for each departing Interim Board Director – Bob Woods, Josh Ingle, Nelson Eash, Dan Zink, and Jeff McBryar. Kathleen Reed agreed to deliver the certificates to thank these folks.

Chamber Chat. George Williams is trying to connect with Carey Anderson at the county to help with video for these interviews with investors, but Carey has been extremely busy with COVID-19 issues. Kathleen Reed suggested we call these interviews “Alliance Live”, and everyone agreed that was a great name.

Alliance/Optimist Club Oratorical Contest. Jane Dixon reported that the contest will be held on February 19 and several students are signed up to compete. The Alliance will provide Zoom hosting.

“Blessing Box”. Dena Abell presented a proposal for the Alliance to construct, install, and monitor a non-perishable food donation box (attached to these minutes). Several possible locations were discussed, with the consensus being that Hwy 136 and Sunset Drive would be the best spot if we can get the property owner’s approval. Kathleen Reed moved, George Williams seconded, and all board directors present approved moving forward with the project.

Lookout Mountain Parkway Association. Harry Abell recommended that the Alliance join the Lookout Mountain Parkway Association. Tom Pounds, a member of that Association, offered to supply information about their purpose. Cost to join is \$25 annually. Harry moved, George seconded, and all board directors present approved joining the Association.

ADJOURNMENT AND NEXT MEETING	
Motion to Adjourn at 7:45 PM	Moved by Kathleen Reed Seconded by Harry Abell All Board Directors present approved
Next Meeting	Tuesday, March 2, 2021 at 6:00 pm Zoom videoconference

ADMINISTRATIVE	
Attachments	The following documents are incorporated within these Minutes: A. Alliance for Dade January Financial Statements B. Committee Reports C. “Blessing Box” proposal
Respectfully submitted by:	Marcy Williams, Secretary



Alliance for Dade, Inc.
Income Statement
for the period of 01/01/2021 to 01/31/2021

Account Number	Account Name	Amount
Income		
Hotel - Motel Tax		
4150	TCT (RVIC)	\$899.91
4175	TPD (DMO)	\$674.93
Total Hotel - Motel Tax		\$1,574.84
Investor Payments		
4100	Investor Dues	\$300.00
Total Investor Payments		\$300.00
Other Income		
4300	Bank Account Interest	\$0.78
Total Other Income		\$0.78
Total Income		\$1,875.62
Expense		
Payroll		
5000	Net Wages - Employee	\$1,442.50
5005	Payroll Taxes - Employee	\$272.50
5006	Payroll Taxes - Employer	\$329.00
5010	Payroll Processing Fees	\$25.00
5011	Tax Filing Fees	\$12.94
5015	Workers' Comp Insurance	\$40.68
Total Payroll		\$2,122.62
Facility		
5100	Rent	\$250.00
5120	Electric	\$168.64
5130	Telephone & Internet	\$106.35
Total Facility		\$524.99
Administrative		
5270	Accounting & Computer Software	\$1.00
Total Administrative		\$1.00
Marketing		
5320	Signage	\$129.40
Total Marketing		\$129.40
Total Expense		\$2,778.01
Net Income (Loss)		\$-902.39



Alliance for Dade, Inc.
Balance Sheet
as of 01/31/2021

Account Number	Account Name	Amount
Assets		
Current Assets		
1000	Checking	\$18,353.20
1010	DCCoC Checking	\$251.83
1020	Petty Cash	\$50.00
Total Current Assets		\$18,655.03
Total Assets		\$18,655.03
Liabilities		
Total Liabilities		\$0.00
Equity		
Unrestricted Net Assets		
3000	General Fund - Fund Balance	\$9,580.46
Total Unrestricted Net Assets		\$9,580.46
Restricted Net Assets		
3150	TCT (RVIC) - Fund Balance	\$4,555.75
3175	TPD (DMO) - Fund Balance	\$4,518.82
Total Restricted Net Assets		\$9,074.57
Total Equity		\$18,655.03
Total Liabilities + Total Equity		\$18,655.03



Alliance for Dade, Inc.
Statement of Cash Flows
for the period of 01/01/2021 to 01/31/2021

Account Number	Account Name	Amount
Operating Activities		
	Net Income	\$-902.39
Adjustments to reconcile Net Income to Net Cash provided by operations:		
	Net cash provided by operating activities	<hr/> \$-902.39
Investing Activities		
	Net cash provided by investing activities	<hr/> \$0.00
Financing Activities		
	Net cash provided by Financing activities	<hr/> \$0.00
 <u>Summary</u>		
	Net cash increase for period	<hr/> \$-902.39
	Cash at beginning of period	<hr/> \$19,557.42
	Cash at end of period	<hr/> <hr/> \$18,655.03



Committee Reports February 2, 2021

FINANCE – Harry Abell

State and Federal forms are required to be filed periodically and at the end of the calendar year. I have worked to complete filings for both the Dade County Chamber of Commerce and the Alliance for Dade.

When payroll was transferred from the previous payroll system to the one used now, \$520 was not included. This impacted our employee's W2. The W2 was checked by the employee (prior to finalizing the W2) and he thought it was accurate. On January 26, an error was detected. Corrected W2 forms must be submitted by January 28th. Thankfully, a nice lady at the IRS helped me create an account and file a corrected W2 on January 27th. I also filed corrected 941X and 940 forms with the IRS and included two checks in a Priority Mail envelope mailed on January 27th. In addition, I updated the Georgia Department of Labor and Department of Revenue accounts and paid the amounts due for the \$520 omission on January 27th.

It was recommended that Payroll expense be shown with Tax – Employee and Tax – Employer categories. This required all 2020 reconciliations to be reopened and funds split between those two accounts.

Three reimbursement requests were received. Approval is requested by the Board.

- Nelson Eash – Welcome signs - \$129.40
- Jane Dixon – Trophy for Light up Trenton winner - \$43.70
- Marcy Williams – Binders and tabs etc. for Board Member Books - \$118.24
- Titus Cartwright – Mileage Reimbursement - \$33.82

I am pleased to announce that Christina Thoreson who has strong bookkeeping experience is willing to help me with bookkeeping. Marcy Williams will continue to provide her insight. Kathleen Reed has access to our bank account. This provides diversity of responsibilities for paying bills, issuing paychecks, creating the financial statements, and handling bank deposits. Marcy is responsible for payroll (Welcome Center Chair), Kathleen monitoring our bank account, now Christina providing guidance on bookkeeping standards and enhancements and Harry producing reports and doing bank reconciliation.

Dade County Chamber of Commerce

- Filed Georgia Department of Labor (DOL) and Department of Revenue (DOR) quarterly and annual reports. DOL & DOR accounts closed as of 12/31/2020.
- Filed Federal quarterly and annual reports (990-N annual report). Paid Federal Unemployment Tax Assessment (FUTA). Federal ID number closed as of 12/31/2020.
- W3 filed with Social Security Administration and W2 mailed to former employee
- W2 mailed to former employee on 1/18/2021
- Closed Dade County Chamber of Commerce accounts with the state and federal government

Alliance for Dade, Inc.

- Our payroll system, Gusto files DOL & DOR reports and makes required payments. I log in to our DOL and DOR accounts to verify periodically
- Our payroll system, Gusto filed a W3 with the Social Security Administration and sent a W2 to employees (one past and one present)
- Our bookkeeping system, Aplos, provides a tool to use to file the annual Federal Tax form (990). This will not be available until 2/1/2021. It can be filed as late as May 15, 2021.

- 1099-NEC not filed because if total paid is less than \$600 it is not required. We paid a former Dade County Chamber of Commerce employee as an independent contractor to provide information to transition the Alliance for Dade, Inc. to become the Chamber of Commerce and Welcome Center for Dade County Georgia.
- If we desire to solicit donations for the Alliance, we must file a Georgia C100 form. I don't think this is applicable since we are not a 501(c)3 and do not have campaigns or other organized efforts to solicit donations. Our fund-raising efforts are to encourage Investors and of course comply with the RVIC and DMO requirements.
- Year end (2020) 990 EZ form will be filed with the IRS in February (not required until May)

Six printer cartridges owned by the previous printer maintenance company have been returned to the company in Cleveland Tennessee.

Workers' Compensation Insurance (as required by law) was purchased and became effective on 1/1/2021.

Thank you to those who asked questions about those reports, what they are used for and how to understand the numbers. This was helpful and appreciated.

WEBSITE – Harry Abell

Holidays photos on the main page have been replaced with other photos of our area.

Several enhancements to our website are being developed. Marcy continues to make improvements in the look and feel of the site and Harry works in the background to develop new features and function.

If you wish to enter your volunteer hours you can do that now by logging in here (<https://alliancefordade.com/portal/>) If you do not have a user ID let Harry know. If you have a lot of hours and want to enter them in spreadsheet form, I can upload them for you - contact Harry.

MEMBERSHIP – George Williams

Alliance for Dade has a total number 47 investors. During the month of January , we added one new investor to our list, the Bank of Dade, at the Business level. Chattanooga Vacation Rentals is going to be moved up to Patron level for the year because in addition to their \$150 Business level dues, they provided an in-kind donation of a printer/copier/ scanner which we are using in the Welcome Center.

George Williams will work on contacting Tractor Supply about doing a ribbon cutting for their opening in March. We will also work on getting Tractor Supply as an investor.

“The Alliance Builder” newsletter has already sent out one issue to investors and non-investors in December. We need to begin preparations for another issue to be sent out in early March.

We are asking each Board member to secure two new investors by the March meeting!

BUSINESS SERVICES– Jane Dixon

In the January meeting the idea of a Chamber Chat was approved. Details are still in the making-George volunteered to serve as interviewer and he compiled a set of question he felt were appropriate for the interview. Plans are to set up and start the Chats as soon as George and Carey can arrange with investor.

A cooperative effort to partner to support an investor will occur on February 19th. Marcy will serve as host for the annual Optimist Oratorical Competition which will be held virtually by zoom. Many thanks to Marcy for supporting this effort of cooperation with one of our investors, Trenton Dade Optimist Club. Ideas that engage the Alliance with investors are always welcome-please share yours and volunteer to help.

PUBLICITY – Jane Dixon

The Alliance continues to report to the County Commission and City Commission monthly. President, Kathleen submitted an article to the Sentinel to address the community with a very positive attitude.

If you have any ideas to put the name of the Alliance in a leadership role in the community or to support our investors in any way, let me know.

WELCOME CENTER – Marcy Williams

Titus helped with printing all the contents of the Board Books. He continues work on the Prospective Investors list (which will also serve as our Business Directory on the website) – researching email and phone contact information for each business on the list that we received from the Dade County Business License office.

Titus visited the Ringgold Welcome Center and met with manager Ontario Finch on January 25. She helped him with ideas about brochure display and offered to serve as a resource whenever needed.

There is new artwork on display in the Welcome Center – we are working toward rotating the display on a more frequent basis now that more THACC members are interested.

On January 20, the Alliance assisted the Northwest Georgia Regional Commission (chaired by Ted Rumley) and the Georgia Tech Enterprise Innovation Institute by sending a notification to everyone on our Mailchimp list (207 people), providing them with a link to participate in a COVID-19 survey. 36% of the people opened the email and 30 clicked through to the survey. Just another way that the Alliance can help our business and government partners!

TOURISM – Marcy Williams

I have been working with Chris Howell at the county to produce an 11” x 17” map with Dade County on one side and Trenton city detail on the back side. He has been very patient with my requests for additions and changes to the maps, but his software produces some non-relevant lines in the Legend that we are trying to figure out how to fix. Once done, I will get costs to print in a tear-off pad format (similar to the Chattanooga maps that we have available in the Welcome Center).

SIGNAGE – Nelson Eash

No report.

ECONOMIC DEVELOPMENT – John Rollins

The Northwest Georgia Joint Development Authority cancelled their January meeting due to the increasing Covid-19 cases in the area. We will watch for the next meeting and plan to attend.

The NWGJDA is a business resource similar to our own Industrial Development Authority, IDA. The purpose of both groups is to assist business already operating in the area as well as entice new businesses to start up or re-locate here. To learn more: <https://www.developingdadega.com/> Their link is also on the IDA site.



Proposal for construction of a Food Donation Box on Lookout Mountain

Project Goal

Construction of a Non-Perishable Donation Food Box, to be located on, Lookout Mountain. The food box dimensions should be approximately 2' X 4'. There will be a shelf on the inside, high enough for items, like, diapers, formula and or personal feminine items. The bottom shelf will hold, non-perishable foods such as, canned goods, box foods, mixes and more.



Suggested Idea for front of food Box



Your Chamber of Commerce

Food Pantry

Take What You NEED and

GIVE what you can

Visit Trenton's "Welcome Center" only 6 miles away

Materials

To be requested from DCHS Construction Team, teacher, David Howard,
davidhoward@dadecs.org

Estimated by Harry Abell, not confirmed by Mr. Howard. See Mr. Howard's list below.

1-4x8x8- exterior plywood	\$50.00
1-2X4-pine glued board	\$25.00
2-2x4x8 pressure treated	\$10.00
1-glue	\$20.00
1- box screws	\$30.00
1-plexiglass window	\$50.00
1-lock	\$15.00
1-hinge	\$15.00
1-labeling for plexiglass	\$25.00
2-4x 4x8 pressure treated	\$20.00
2-1x4x8 pressure treated	\$18.00
1-quart exterior stain	<u>\$25.00</u>
	\$325.00 (estimate only)

Cost

Here is my material list, we will be able to cover a large portion of your box with the donations we received.

DCHS, David Howard has provided an estimated cost base on the cost of lumber and materials, \$500.00

Do we request financial donations from our Investors? Do we the AFD, fund the project, if approved?

I suggest that AFD's name needs to be on the box to show the Dade County Community we support the needs of the residents.

We will need to create and design, order the sign that we want to place on the front. Mr. Howard feels that the plexiglass would not be the best choice for the door.



Box Fillings/Full -Announcements

AFD will announce on KWN, Dade Sentinel, Social Media/sharing, website to AFD FB page, and once a month a flyer to be given to Food Pantry clients at West Brow the location and request that they please share on their FB page and by word of mouth.

Time Table

DCHS, David Howard, explained from start to finish. His students are currently working on other items.

Target Audience

During this difficult COVID and loss of employment era in Dade County, the food donation boxes will help ease the burdens to many residents who cannot afford to feed their families regular meals. This a community need.

References

Do we need to request?

Location Suggestions

At this current time there is only 1 food donation box located on Lookout Mountain. That is at the corner of Hwy 157/Hinkle Road, Walker County at the unoccupied Fire Station. Location needs to be visible, off the main road with an easy in and out access. If approved we need to decide quickly on location, and request from owners of locations for approval.

1. Canyon Quick Stop- Hwy 136- Pam Holt *
2. Burkhalter and Hwy 189.....Allan Bradford, is checking with Mr. Moore to see if permission is approved, for this location
3. West Brow Volunteer Fire Dept.
4. Corner of Sunset Dr and Hwy 136.....Allan Bradford is checking with GADOT on approval for this location

*There will be one located at the New Salem Volunteer Fire Dept. Maybe too close.

Thank you, Dena Abell