



BOARD MEETING MINUTES
November 8, 2022

MEETING DATE	MEETING TYPE	MEETING LOCATION	QUORUM?
November 8, 2022	Regular	Trenton UMC and Zoom videoconference	Yes

PERSONS IN ATTENDANCE				
	Name		Present	Absent
BOARD DIRECTORS & OFFICERS	George Williams	Chair	✓	
	Kathleen Reed	Immediate Past Chair	zoom	
	John Rollins	Vice Chair	zoom	
	Stacey Prater	Vice Chair		✓
	Harry Abell	Treasurer	✓	
	Marcy Williams	Secretary	✓	
	Dena Abell		✓	
	Charity Barton			✓
	Jane Dixon		✓	
	Dorinda Moon			✓
STAFF, COMMITTEE MEMBERS AND GUESTS	Name	Capacity or Organization		
	Sandy White	President & CEO	✓	
	Margo McDade	Director of Tourism	✓	

CALL TO ORDER AND ROUTINE MOTIONS	
Call to Order	By George Williams at 6:01 pm
Invocation	Harry Abell
Motion to dispense with the reading of and Approve the Meeting Minutes of October 11, 2022	Moved by John Rollins Seconded by Harry Abell All Board Directors present approved
Motion to approve the Financial Reports.	Moved by John Rollins Seconded by Marcy Williams All Board Directors present approved

PRESIDENT'S REPORT

Sandy White showed a mock-up of a new rack card designed to promote tourism in Dade. The plan is to print 10,000 and distribute them to Dade accommodations and attractions, and to RVICs in Georgia. Sandy got quotes from three printers and is recommending that we use Phoenix printing at a cost of \$795. In addition, there will be expenses related to shipping the rack cards. Harry made a motion to approve spending up to \$1000 to print and distribute the rack card. Marcy seconded the motion, and all board directors present approved.

The rack card will be followed with a more extensive Visitor Guide by spring, 2023. Sandy is also recommending that the Alliance develop a separate tourism website with the same “look and feel” of the rack card and Visitor Guide.

Sandy reported that the Alliance current Investor count is 109, with 10 lapsed, and 3 renewals overdue. In October, the Welcome Center had 11 local and 43 out-of-town visitors. There were 37 phone calls. In her first few weeks, Sandy and Margo visited sites around the county to familiarize themselves with the attractions.

COMMITTEE REPORTS

DADE EXPO – Jolly Holidays! – Harry Abell

Jane Dixon requested \$400 to purchase decorations for the entry area for DADE EXPO and Harry, as chair of the committee, approved that amount.

LIGHT UP TRENTON – Dena Abell, Jane Dixon, Kathleen Reed

The committee has met face-to-face with businesses, giving them a flyer, and encouraging them to use lots of lights to decorate the business and get their windows painted. Each participant will receive a 2022 ornament in the shape of Georgia. Harry made a motion to approve up to \$400 to purchase the ornaments. John seconded, and all board directors present approved.

Keeley Farmer will be painting windows. Sandy will call Keeley to explain how payments should be handled.

OLD BUSINESS

Detail on expenses for office space for Sandy White. Marcy was not yet prepared with numbers – will be presented at next meeting.

Welcome Center Road Signage. Until George is out of his leg boot, he cannot get the signs up. We will ask the city of Trenton if they are able to help.

Christmas Parade Margo will get the Alliance signed up to participate in the parade. Jane will talk to Stacey Prater about using her convertible as our vehicle.

NEW BUSINESS

Request for Tourism Promotion Funding. Marcy reported that the Rising Fawn Art Studio Tour event will be held December 10 and 11. They have requested \$250 in order to air 10 radio underwriting spots on WUTC, the Chattanooga NPR station. Marcy made a motion that we pay WUTC \$250 for the 10 spots, Jane seconded, and all board directors present approved.

401K Plan. Marcy reminded the board that one of the benefits we have offered to Margo and to Sandy is participation in the 401K Retirement Plan Exchange program offered through the Georgia Chamber of Commerce. We have initiated the process to set up the plan. Marcy made a motion requesting the board to approve the \$1,000 initial set-up fee, \$1,000 annual fee, and \$100 annual ERISA bond fee for 2023. John Rollins seconded the motion, and all board directors present approved.

Ribbon Cuttings. Sandy is recommending that now that the Alliance is better established, we should restrict ribbon-cutting ceremonies only to Investors as a benefit. Jane made a motion that we do ribbon cutting events only for Investors. Marcy seconded the motion, and all board directors present approved. Jane has done an excellent job managing the ribbon-cuttings for the past two years and we thank her for her efforts. From this point forward, Sandy and Margo will take responsibility for arranging the events, coordinating with Carey Anderson at the county.

Holiday Cards. Marcy reminded the board that we have sent holiday cards to our Investors for the past two years and presented a design for this year. Cost for 150 card, shipping and postage will be \$172. Harry made a motion that we approve that expense and send the cards. Jane seconded the motion, and all board directors present approved.

Board Nominations for 2023. George, Jane, and Marcy are scheduled to rotate off the board at the end of 2022. Jane recommended that the three remain on the board to provide continuity and all those present agreed. Several other people were mentioned as potential board directors – George and Marcy will reach out to them to assess their interest. New board directors will be officially appointed at the December board meeting.

OPEN FLOOR

Sandy recommended that we schedule a half-day planning session in January, separate from the board meeting.

Jane everyone that there is a ribbon-cutting scheduled for Thursday at 1pm at Sweet Tee’s.

ADJOURNMENT AND NEXT MEETING	
Motion to Adjourn at 7:18 PM	Moved by Harry Abell Seconded by John Rollins All Board Directors present approved
Next Meeting	Tuesday, December 138, 2022, at 6:00 pm Location: TBA and Zoom videoconference

ADMINISTRATIVE	
Attachments	The following documents are attached to these Minutes: A. Financial Reports – October B. Request for Tourism Promotion Funding
Respectfully submitted by:	Marcy Williams, Secretary



Alliance for Dade, Inc.
Balance Sheet
as of 10/31/2022

Account Number	Account Name	Amount
Assets		
Current Assets		
1000	CBT - Checking	\$272,597.59
1005	Bank of Dade - checking	\$35,591.72
1010	DCCoC Checking	\$-0.67
1015	WePay	\$872.74
1020	Petty Cash	\$17.27
Total Current Assets		\$309,078.65
Total Assets		\$309,078.65
Liabilities		
Total Liabilities		\$0.00
Equity		
Unrestricted Net Assets		
3000	General Fund - Fund Balance	\$53,007.02
Total Unrestricted Net Assets		\$53,007.02
Restricted Net Assets		
3150	TCT (RVIC) - Fund Balance	\$177,502.26
3175	TPD (DMO) - Fund Balance	\$78,569.37
Total Restricted Net Assets		\$256,071.63
Total Equity		\$309,078.65
Total Liabilities + Total Equity		\$309,078.65



Alliance for Dade, Inc.
Income Statement: Current Month v. Year
for the period of 01/01/2022 to 10/31/2022

Account Number	Account Name	YTD Amount	Current Month
Income			
Government Support			
4150	TCT (RVIC)	\$199,248.14	\$4,655.05
4162	Dade County Commission	\$8,333.30	\$833.33
4175	TPD (DMO)	\$83,838.85	\$0.00
Total Government Support		\$291,420.29	\$5,488.38
Investor Payments			
4100	Investor Dues	\$15,399.43	\$554.78
Total Investor Payments		\$15,399.43	\$554.78
Grants			
4200	Drugs Don't Work Grant	\$10,000.00	\$0.00
Total Grants		\$10,000.00	\$0.00
Other Income			
4300	Bank Account Interest	\$28.51	\$6.45
4500	Miscellaneous Income	\$3.95	\$0.00
4600	Donations	\$0.00	\$0.00
4625	Purchases at Welcome Center	\$120.00	\$0.00
Total for 4600 - Donations		\$120.00	\$0.00
Total Other Income		\$152.46	\$6.45
Events			
4710	Lunch & Learn	\$1,851.40	\$0.00
4720	EXPO - exhibitor registrations	\$1,642.40	\$597.40
4721	EXPO - sponsorships	\$2,700.00	\$0.00
Total for 4720 - EXPO - exhibitor registrations		\$4,342.40	\$597.40
4730	Job Ready Dade	\$176.79	\$176.79
4750	US11 Antique Alley	\$100.00	\$0.00
4760	Plum Nelly Depot Arts & Crafts Show	\$943.23	\$0.00
Total Events		\$7,413.82	\$774.19
Total Income		\$324,386.00	\$6,823.80
Expense			
Payroll			
5000	Net Wages - Employee	\$14,804.12	\$1,905.99
5005	Payroll Taxes - Employee	\$3,386.25	\$654.38
5006	Payroll Taxes - Employer	\$1,388.45	\$0.00
5020	Employee Back Ground Check	\$134.98	\$0.00

Account Number	Account Name	YTD Amount	Current Month
Total Payroll		\$19,713.80	\$2,560.37
Facility			
5100	Rent	\$4,000.00	\$0.00
5120	Electric	\$1,419.48	\$309.53
5130	Telephone & Internet	\$1,039.95	\$115.55
5140	Maintenance & Repairs	\$16.59	\$0.00
Total Facility		\$6,476.02	\$425.08
Administrative			
5200	Bank Charges	\$3.80	\$2.20
5220	Credit Card Processing Fees	\$336.00	\$35.39
5230	Office Supplies	\$962.07	\$0.00
5231	Office Furnishings	\$2,911.13	\$2,911.13
5233	Postage	\$127.60	\$0.00
5260	PO Box	\$138.00	\$0.00
5270	Accounting & Computer Software	\$1,413.99	\$283.99
5271	Google Account	\$0.49	\$0.49
Total for 5270 - Accounting & Computer Software		\$1,414.48	\$284.48
5280	Annual State Registration Fee	\$30.00	\$0.00
5290	Insurance	\$0.00	\$0.00
5015	Workers' Comp Insurance	\$257.34	\$44.95
5292	General Liability	\$417.00	\$0.00
5294	D&O and EPLI	\$712.00	\$0.00
Total for 5290 - Insurance		\$1,386.34	\$44.95
Total Administrative		\$7,309.42	\$3,278.15
Subscriptions & Training			
5510	Membership Dues/Subscriptions	\$1,633.40	\$712.00
5550	Training & Education	\$175.00	\$175.00
5555	Mileage Reimbursement	\$142.13	\$71.88
Total for 5550 - Training & Education		\$317.13	\$246.88
Total Subscriptions & Training		\$1,950.53	\$958.88
Meetings & Events			
5412	Board / Staff Meetings & Events	\$223.72	\$0.00
5420	Light Up Trenton	\$18.73	\$0.00
5430	DADE EXPO	\$803.95	\$0.00
5441	Smoke on the Square	\$600.00	\$0.00
5460	Lunch & Learn	\$2,567.73	\$118.54
5470	Plum Nelly Depot Art Show	\$507.64	\$0.00
5480	Job Ready Dade	\$677.75	\$0.00
Total Meetings & Events		\$5,399.52	\$118.54
Marketing			
5310	Print Advertising	\$3,583.50	\$97.50
5320	Signage	\$85.00	\$0.00

Account Number	Account Name	YTD Amount	Current Month
5330	Printed Marketing Materials	\$4.72	\$0.00
5340	Ribbon Cutting	\$55.65	\$0.00
5350	Alliance Website	\$315.69	\$0.00
5365	Website US11AntiqueAlley.com	\$290.50	\$0.00
5370	Social Media Advertsement	\$55.28	\$30.00
Total Marketing		\$4,390.34	\$127.50
Gifts - Donations - Memorials			
5800	Gifts - Donations - Memorials	\$340.84	\$0.00
Total Gifts - Donations - Memorials		\$340.84	\$0.00
Total Expense		\$45,580.47	\$7,468.52
Net Income (Loss)		\$278,805.53	\$-644.72



REQUEST FOR TOURISM PROMOTION FUNDING

<i>Organization</i>	Dade County artists
<i>Event</i>	Rising Fawn Studio Tour
	December 10 & 11, 2022
	Lookout Mountain
<i>Contact Name</i>	Claire Vassort
<i>Contact Email</i>	clairevassort@yahoo.com
<i>Contact Phone</i>	423.243.7699

<i>Dollar Amount Requested:</i>	\$250
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<i>How the Funds will be used:</i>
Each year, the Studio Tour artists incur a significant cost to promote the tour. One way to efficiently spread the word is to purchase spots from our local radio station WUTC. We would appreciate help in the amount of \$250, which will cover 10 thirty second spots to promote the event and will draw attendance from more Chattanooga (and its surroundings) area residents.

<i>How this will promote tourism in Dade County:</i>
This art tour follows a long-time art tradition in Dade County and, more specifically, at the NW GA end of Lookout Mountain. Every year since 2018, local artists have opened their studio to the public so that everyone can experience the art where it is actually made. The Rising Fawn Studio Tour brings people from various areas, including but not limited to: Dade County, Chattanooga, Dalton, South Tennessee, North East Alabama and Atlanta. During the event, visitors are invited to discover and experience our beautiful area.

<i>Additional info:</i>
We will include the Alliance logo on our printed brochures

<i>Date presented:</i>	11/8/2022
<i>Date approved:</i>	