

Alliance for Dade

BOARD MEETING MINUTES

February 21, 2023

| MEETING DATE | MEETING TYPE | MEETING LOCATION | QUORUM? |
|-------------------|--------------|-------------------------------------|---------|
| February 21, 2023 | Regular | Dade County Commission Meeting Room | Yes |

| PERSONS IN ATTENDANCE | | | |
|------------------------------|--------------------------|----------------------|----------------------|
| | Name | Officer | Present |
| BOARD DIRECTORS AND OFFICERS | George Williams | Chair | Yes - In person |
| | Kathleen Reed | Immediate Past Chair | Yes – electronically |
| | Jane Dixon | Vice Chair | Yes - In person |
| | John Rollins | | Yes – electronically |
| | Stacey Prater | | Yes - In person |
| | Harry Abell | | Yes - In person |
| | Marcy Williams | Treasurer | Yes - In person |
| | Dena Abell | | Yes - In person |
| | Dorinda Moon | | Yes - In person |
| | Charity Barton | | No |
| | Carey Fauscett-Anderson | | Yes - In person |
| | Heath Cloud | | No |
| | William Back | Secretary | Yes - In person |
| | STAFF, COMMITTEE MEMBERS | Sandy White | President & CEO |
| GUESTS | Name | Organization | |
| | Courtney Case | 1945 Fair | |
| | Niki McDowell | 1945 Fair | |

| CALL TO ORDER, INVOCATION, AND ROUTINE MOTIONS | |
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| Call to Order | by George Williams at 6:00 p.m. |
| Invocation | Harry Abell |
| MOTION to dispense with the reading of, and to Approve, Minutes of Regular Meeting held January 10, 2023 | Moved by Carey Fauscett-Anderson Seconded by Stacey Prater Vote: Unanimous |
| MOTION to approve financial reports | Moved by Jane Dixon Seconded by Dena Abell Vote: Unanimous |

1945 Fair presentation

Courtney Case explained that she is heading up marketing and advertising for the 1945 Fair, and she would like financial support from the Alliance. She plans to advertise on a regional basis, to enhance tourism. She presented a marketing budget of \$4,755. Sandy White commented that, while we can't support the event's expenses, we can provide advertising and promotional support, in furtherance of tourism. There is the possibility of advertising in regional newspapers. Graphics are being done by the Fair promoters in-house. Carey: the event can be promoted on FaceBook. Sandy: Georgia magazine and County web site. Marcy: billboards, asap, for 30 days. Sandy to Courtney: Come to next month's meeting with final advertising/promotional cost dollar amounts. George: Let's table any decision on funding until next regular meeting. Sandy and Courtney to confer. Expect recommendation at next meeting. The Fair brought 5,000 people last year. Consensus: We want to support the Fair; it is good for tourism.

TREASURER'S REPORT

- \$5,050 in Investor renewals.
- Two new Investors.
- "Growth Zone" – Georgia State Parks digital advertising. \$2,500 setup fee. Billboards.
- Research indicates best interest rate for certificate of deposit at Georgia Farm Bureau (an Investor), 4.2% for one year, minimum \$50,000. Proposing \$55,000.

MOTION to invest \$55,000 in CD at Georgia Farm Bureau for one year.

Moved by Stacey Prater

Seconded by Harry Abell

Vote: Unanimous

- We need authorized signatory(ies), or "Account Administrator(s)".

MOTION to appoint Treasurer and Secretary as CD Account Administrators.

Moved by Stacey Prater

Seconded by Harry Abell

Vote: Unanimous

PRESIDENT'S REPORT

- Renewals. We have 68 active Investors. Two new Investors are: Canyon Grill and McLemore. 39 overdue, some minor billing glitch.
- Visited Investors Oakwood Cottage, Home Harvest Retreat, Reeves Heating & Air for introduction; met with Trenton Golf Club concerning potential membership.
- Drugs Don't Work program participants: Uncle Lars Outpost, Citizens Bank & Trust, and Reeves Heating & Air.
- Group Insurance program: Inquiry by Bottom Dollar Tools.
- Virtual Valentines. We handed out over 70.
- Expect other promotions in the future.
- Georgia Power. \$1,000 investment. \$500 for Lunch and Learn.
- Visitors last month at Visitor Center. 20 from out-of-town, 4 local people.
- Sandy is now Vice President of Northwest Georgia Travel Association. We will host NW GA Travel Assn at Cloudland Canyon State Park April 12, 2023 at 10:30 a.m. for luncheon.
- Career Day. In planning stage.
- Lookout Mountain Parkway Association. Working with Tom Pounds.
- Georgia Northwest Technical School. Workforce development program; career pathways; potential grant.
- Onboarding for Growth Zone.
- Participated in tour of IDA industrial park.
- Attended Georgia Convention & Visitors Bureau convention in Albany.
- Interviewed nine candidates for Tourism Office position. Two finalists emerged. Recommend: Hire Carrie Mixon, a summa cum laude Covenant grad who majored in Marketing, Design, and Grant Writing.
- Restaurant promotion in April, 2023. Postponed to 2024 for lack of staff.
- May is Teacher Appreciation Month.
- Scavenger Hunt: planning for this coming summer.
- In December Cherri the Chamber Elf will visit various Investors; to be posted on FaceBook.

COMMITTEE REPORTS

Public Arts Committee. Report by William A. Back: Planning underway for Art Show, to be held August 12, 2023 at Dade County High School. Major new component; Children's art.

Tourism Committee. Report by Sandy White. Focus on digital advertising.

OLD BUSINESS

Town Creek Trail. Ronnie Page and others installed big sign at entrance to Jenkins Park. There should be another sign installed to say the Alliance sponsored the main sign.

Status of Banners at Dade Sports Complex. George: Ordered, not received.

NEW BUSINESS

Policy on Contributions, Causes, and Memberships

There was a far-ranging discussion as to the Alliance's policy regarding contributions, memberships, and financial participation in community events. While we might publicize events and encourage public participation, we will offer financial support only to the extent that an event, cause, or membership is "central to the mission" of the Alliance.

Sponsorships. The Alliance has received requests to sponsor:

- Sexual Assault Victims Center event "Walk to End Sexual Violence," 4-27-23. Consensus: Not central to the mission of the Alliance.
- Dade County Sheriff's Office / A Hand Up Ministry event, 4-22-23. Board Members will individually reserve and pay for a table, but not under the official sponsorship of the Alliance.
- Lookout Mtn Parkway Association, \$25 per year. Yes. See Motion, below.
- US 11 Antique Alley. Consensus: No more funding. Not central to the mission of the Alliance.
- Purchase of a book by an author who is speaking at the Career Fair on 4-19-23.

MOTION to renew \$25 membership in Lookout Mtn Parkway Association.

Moved by Dena Abell

Seconded by Stacey Prater

Vote: Unanimous

Note that memberships the Alliance pays for, such as Lookout Mtn Parkway Assn., are paid from Investor dues, and not from Hotel/Motel tax revenue.

Policy consensus:

1. We will support an organization that is an Investor in the Alliance.
2. We will review requests on a case-by-case basis.
3. The request must be central to the mission of the Alliance.
4. Such support must have been budgeted generally (but not as to specific groups or causes).

Functional Responsibilities of Officers

Board Members are encouraged to read existing policy regarding Office responsibilities and make any suggestions.

Carey: Who should prepare financial reports, Treasurer or paid staff?

Jane: The Vice Chair can take on more responsibilities.

Carey: What about succession planning? As we grow, might we cultivate Officers to become Chair or other positions?

The Alliance continues to build trust and credibility in the community, but this is an ongoing process.

We need to make the Alliance relevant. Example: Workforce development.

Harry: We should consider having a Strategic Planning Session.

Financial Policies

We will vote next meeting on proposed changes (highlighted in yellow) in our financial policies.

Record Retention Policy

See list of items to be retained.

Board book updates

Prepared and distributed by Marcy.

Open Floor

- Harry is working with Sandy on computers; existing computer (a reconditioned model) is having significant problems.

MOTION to purchase new computer and office suite software at a cost not to exceed \$1,200; and to place old computer in Welcome Center.

Moved by Harry Abell

Seconded by Marcy Williams

Vote: Unanimous

- George: Propose to adopt a resolution opposing House Bill 189, which would raise weight limits on state roadways from 80,000 pounds to 90,000 pounds, as this would place a tremendous burden on local and state governments. Consensus in favor.

- William: Requesting authorization to prepare letter of support for Dade County Water & Sewer Authority for two separate infrastructure grant applications, (1) extension of 8 inch water pipe through the industrial park, parallel to Hwy 11, as backup supply for northern part of Dade County, and (2) replacement of water pipe to Lookout Mountain.

MOTION as stated

Moved by Dena Abell

Seconded by Stacey Prater

Vote: Unanimous

- Sandy: Middle School special needs students. Proposing Honorary Investor Certificate, to be presented on 3-20-23 at the Middle School. Consensus in favor.

Three-minute break.

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| EXECUTIVE SESSION |
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MOTION to go into Executive Session for purposes of discussing personnel; specifically, vacation policy and staff compensation.

Moved by Jane Dixon

Seconded by Harry Abell

Vote: Unanimous

MOTION to exit Executive Session.

Moved by Harry Abell

Seconded by Dorinda Moon

Vote: Unanimous

Announcements relative to Executive Session

Carrie Mixon will be offered the position of Welcome Center Manager.

There is a change to Sandy White's compensation level.

The Visitor Center and its Director will receive pay for the following days on which the Center is closed:

New Year's Day

Thanksgiving

Christmas eve

Christmas day

The Visitor Center will remain open and staffed on the following days:

- Good Friday
- Memorial Day (official holiday date)
- Independence Day (official holiday date)
- Labor Day
- the day after Thanksgiving

| ADJOURNMENT AND NEXT MEETING | |
|-------------------------------------|--|
| Motion to Adjourn, 8:02 p.m. | Moved by Marcy Williams Seconded by Harry Abell Vote: Unanimous |
| Next regular meeting | Tuesday, March 14, 2023, at 6:00 p.m. Dade County Commission Meeting Room and Zoom videoconference |

| ADMINISTRATIVE | |
|-----------------------|---|
| Attachments | <ul style="list-style-type: none">• 1945 Fair marketing materials• Certified Resolution appointing Treasurer and Secretary as CD Account Administrators• Proposal regarding Financial Policies – highlighted• Proposal regarding Record Retention policy |
| Submitted by | William A. Back, Secretary. Note: These Minutes are unofficial until approved by the Board. |