

## Alliance for Dade

### BOARD MEETING MINUTES

MEETING DATE	MEETING TYPE	MEETING LOCATION	QUORUM?
July 11, 2023	Regular	Dade County Commission Meeting Room	Yes

PERSONS IN ATTENDANCE			
BOARD DIRECTORS AND OFFICERS	Name	Officer	Present
	George Williams	Chair	Yes – in person
	Kathleen Reed	Immediate Past Chair	No
	Jane Dixon	Vice Chair	Yes – in person
	Stacey Prater		Yes – in person
	Harry Abell		Yes – in person
	Marcy Williams	Treasurer	Yes – in person
	Dena Abell		Yes – in person
	Dorinda Moon		No
	Charity Barton		Yes - in person
	Carey Fauscett-Anderson		Yes – in person
	John Rollins		Yes – electronically
	Heath Cloud		Yes – in person
	William Back	Secretary	Yes - In person
STAFF, COMMITTEE MEMBERS	Sandy White	President & CEO	Yes - electronically
	Trish Cloud	Welcome Center Mgr.	Yes - in person
GUESTS	Name	Organization	
	Stephen Elliott	Hawah Life Cybersecurity	

CALL TO ORDER, INVOCATION, AND ROUTINE MOTIONS	
Call to Order	by George Williams, Chair, at 6:00 p.m.
Invocation	Harry Abell
MOTION to Amend Agenda.	N/A
MOTION to Approve Agenda	Moved by Harry Abell Seconded by Jane Dixon Vote: Unanimous approval
MOTION to approve Minutes from meeting held on June 13, 2023.	Moved by Marcy Williams Seconded by Stacey Prater Vote: Unanimous approval

Agenda is deemed to include a discussion of Strategic Planning.

### **TREASURER'S REPORT**

- The Treasurer presented a summary of the June 30, 2023 financials.  
MOTION to Approve financial reports as of June 30, 2023.  
Moved by Heath Cloud  
Seconded by Dena Abell  
Vote: Unanimous approval

### **PRESIDENT'S REPORT**

- See attached [Report](#) from the President.  
  
MOTION to Accept President's Report.  
Moved by Carey Anderson  
Seconded by Heath Cloud  
Vote: Unanimous approval
- A Hand Up Ministry, which hosts the "Smoke on the Square" barbecue cookoff, is requesting funding to help advertise the event.

### **COMMITTEE REPORTS**

#### **Public Arts Committee**

37 artists have enrolled to participate in the Plum Nelly Depot art show.  
Everything is on track for the August 12 event at the Dade County High School.  
Hope House will provide refreshments.  
Eddie Gwaltney has signed on to provide music.  
The focus is on original art, less than crafts.  
The event is being publicized through the tri-state region, to promote tourism.  
There will be, in addition, portrait painting and demonstrations of gourd decoration and glass work.

#### **Tourism Committee**

Still in the planning stages for various user-friendly software apps for telephones.

#### **Dade Expo**

Working on getting entertainment for the event.

**OLD BUSINESS**

**Plan of Work**

Last chance to augment or refine what we have developed over the past three meetings.

**NEW BUSINESS**

**Courthouse**

The Chair and President visited the historic courthouse. There was a general discussion of how the Alliance might manage to relocate there upon completion of first-floor renovations.

**Smoke on the Square**

MOTION to pay \$1,511 to fund expenses of yard signs and billboard to promote the event (to take place in September, 2023), payments to be made directly to vendors; in furtherance of tourism to Dade County.

Moved by Carey Anderson

Seconded by Heath Cloud

Vote: Unanimous approval

**OPEN FLOOR**

**New Directors**

Heath Cloud suggested we remain open to bringing on new Directors to keep a fresh perspective on the management of the Alliance.

**Promotional Materials**

The Alliance has developed promotional handouts to promote tourism; we are developing magnets with images of the county for sale to tourists.

**EXECUTIVE SESSION**

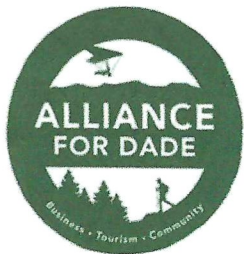
N/A

**ADJOURNMENT AND NEXT MEETING**

Motion to Adjourn	Moved by Jane Dixon Seconded by Dena Abell Vote: Unanimous approval
Next regular meeting	Tuesday, August 8, 2023, at 6:00 p.m. Dade County Commission Meeting Room and Zoom videoconference

ADMINISTRATIVE	
Attachments	<ul style="list-style-type: none"><li>• President's Report</li></ul>
Submitted by	William A. Back, Secretary. Note: These Minutes are unofficial until approved by the Board.





## PRESIDENT'S REPORT

ALLIANCE FOR DADE BOARD MEETING  
JULY 11, 2023

Investor Report As of 7/11/23 - 108 current investors, with 10 renewals still unpaid. Reminder of June new members: Bottom Dollar Tool, Lookout Mountain Pottery, Tractor Supply, Tri-State Weather Network, Hawah Life, Inc Cyber Security and Custom Embroidery @ the Pam Shack. New members so far for July: Cayce Creations.

1. Investor and Potential Investor Visits & Contacts for June 13<sup>th</sup> - July 11<sup>th</sup>  
Gave an investment packet to Heidi Fawn Wilson Designs, Druid's Lair, Becky McFall for new Dentist Office, United Church of God, Citgo Gas Station.
2. Welcome Center Visitors in June (local - 86, visitors - 54, phone calls - 42).
3. A new ad in fall issue of the Georgia Great Places Magazine is completed.
4. The previous tourism Facebook ad ran for 36 days, received 126 clicks, reached 11,818, had 1997 post engagements and 1864 video views. Started new Facebook ad on shopping on July 6, so far has reached 377, has 9 likes, 110 post engagements and 99 video views. The ad will run 10 days.
5. Facebook numbers: Reach for last 90 days 29,328. We are up to 858 followers and 630-page likes. We have broken the 100 mark for Instagram followers, we are at 102. Our reach is 4,902 so we are making progress. Trish has also been twitting events on twitter.
6. We have created and printed stickers that have been well received and are getting pricing for magnets, mugs and t-shirts from Sweet Tees.
7. Plum Nelly Banners have been ordered and pole planters will be ordered soon.



Alliance for Dade, Inc.  
**Balance Sheet**  
as of 07/31/2023

Account Number	Account Name	Amount
<b>Assets</b>		
<b>Current Assets</b>		
1000	CBT - Checking	\$216,407.24
1005	Bank of Dade - checking	\$159,545.36
1008	Farm Bureau CD	\$55,759.46
1015.999999	Stripe Payments	\$366.71
<b>Total Current Assets</b>		<b>\$432,078.77</b>
<b>Total Assets</b>		<b>\$432,078.77</b>
<b>Liabilities</b>		
<b>Total Liabilities</b>		<b>\$0.00</b>
<b>Equity</b>		
<b>Unrestricted Net Assets</b>		
3000	General Fund - Fund Balance	\$56,568.97
<b>Total Unrestricted Net Assets</b>		<b>\$56,568.97</b>
<b>Restricted Net Assets</b>		
3150	TCT (RVIC) - Fund Balance	\$342,658.95
3175	TPD (DMO) - Fund Balance	\$32,850.85
<b>Total Restricted Net Assets</b>		<b>\$375,509.80</b>
<b>Total Equity</b>		<b>\$432,078.77</b>
<b>Total Liabilities + Total Equity</b>		<b>\$432,078.77</b>



Alliance for Dade, Inc.  
Income Statement  
for the period of 07/01/2023 to 07/31/2023

Account Number	Account Name	Amount
<b>Income</b>		
<b>Investor Payments</b>		
4100	Investor Dues	\$1,900.00
<b>Total Investor Payments</b>		<u>\$1,900.00</u>
<b>Government Support</b>		
4150	TCT (RVIC)	\$22,832.43
4175	TPD (DMO)	\$11,536.33
4180	Dade County contract	\$833.33
<b>Total Government Support</b>		<u>\$35,202.09</u>
<b>Other Income</b>		
4300	Bank Account Interest	\$193.25
<b>Total Other Income</b>		<u>\$193.25</u>
<b>Events</b>		
4720	EXPO - exhibitor registrations	\$60.00
4760	Plum Nelly Depot Art Show	\$680.00
<b>Total Events</b>		<u>\$740.00</u>
<b>Total Income</b>		<u>\$38,035.34</u>
<b>Expense</b>		
<b>Salaries / Wages / Benefits</b>		
5000	Employee Wages	\$7,471.16
5006	Employer Payroll Taxes	\$637.43
5008	Health Reimbursement Account	\$915.60
5009	Retirement Plan	\$151.44
5052	Intern Stipend	\$250.00
<b>Total Salaries / Wages / Benefits</b>		<u>\$9,425.63</u>
<b>Facility</b>		
5100	Rent	\$1,025.00
5120	Utilities	\$257.85
5130	Telephone & Internet	\$174.00
<b>Total Facility</b>		<u>\$1,456.85</u>
<b>Administrative</b>		
5200	Bank Charges	\$1.10
5220	Credit Card Processing Fees	\$20.50
5225	Credit Card Rewards	\$-74.90
5230	Office Supplies	\$288.52
5231	Office Furnishings	\$371.69
5233	Postage & PO Box	\$10.35

Account Number	Account Name	Amount
5270	Accounting & Management Software	
5290	Insurance	\$209.99
5015	Workers' Comp Insurance	\$0.00
Total for 5290 - Insurance		\$43.43
Total Administrative		\$870.68
Events		
5500	Alliance Events	\$0.00
5506	Plum Nelly Depot Art Show	\$481.28
Total for 5500 - Alliance Events		\$481.28
6000	Community Events	\$0.00
6001	Smoke on the Square	\$1,200.00
6003	1945 Dade County Fair	\$2,649.02
6008	Optimist Golf Tournament	\$517.94
Total for 6000 - Community Events		\$4,366.96
Total Events		\$4,848.24
Marketing		
5310	Print Advertising	\$1,000.00
5320	Signage	\$119.78
5330	Printed Marketing Materials	\$2,937.98
5350	Alliance Website	\$19.94
5370	Social / Digital Media	\$69.65
Total Marketing		\$4,147.35
Memberships & Professional Development		
5075	Membership Dues / Subscriptions	\$34.00
5080	Professional Development	\$0.00
5082	Mileage & Parking	\$621.60
5083	Lodging	\$451.62
5084	Meals	\$117.50
Total for 5080 - Professional Development		\$1,190.72
Total Memberships & Professional Development		\$1,224.72
Total Expense		\$21,973.47
Net Income (Loss)		\$16,061.87