

Alliance for Dade

BOARD MEETING MINUTES

MEETING DATE	MEETING TYPE	MEETING LOCATION	QUORUM?
Sept. 12, 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	Yes – in person
	Jane Dixon	Vice Chair	Yes – in person
	Stacey Prater		Yes – in person
	Harry Abell		Yes – in person
	Marcy Williams	Treasurer	No
	Dena Abell		Yes – in person
	Dorinda Moon		No
	Charity Barton		No
	Carey Fauscett-Anderson		No
	John Rollins		No
	Heath Cloud		No
	William Back	Secretary	Yes - in person
STAFF, COMMITTEE MEMBERS	Sandy White	President & CEO	Yes - in person
	Trish Cloud	Welcome Center Mgr.	Yes - in person
GUESTS	Name	Organization	

CALL TO ORDER, INVOCATION, AND ROUTINE MOTIONS	
Call to Order	by George Williams, Chair, at 6:00 p.m.
Invocation	Harry Abell
Pledge of Allegiance	George Williams
MOTION to Amend Agenda.	N/A
MOTION to Approve Agenda (as amended, if applicable).	Moved by Stacey Prater Seconded by Dena Abell Vote: Unanimous approval
MOTION to approve Minutes from meeting held on August 8, 2023.	Moved by Stacey Prater Seconded by Jane Dixon Vote: Unanimous approval

TREASURER'S REPORT

The Chair reviewed the financial condition of the Alliance, as of August 30, 2023.

MOTION to Approve financial reports as of August 31, 2023.

Moved by William A. Back

Seconded by Stacey Prater

Vote: Unanimous approval

PRESIDENT'S REPORT

See attached Report from the President, Sandy White.

MOTION to Accept President's Report.

Moved by Harry Abell

Seconded by Kathleen Reed

Vote: Unanimous approval

COMMITTEE REPORTS

Public Arts Committee

William Back, reporting: Plum Nellie Depot Art Show on 8-12-23 at the Dade County High School generated lots of interest from the public and artists. Strong attendance.

Tourism Committee

Sandy White, reporting. We have placed ads in the following publications: Georgia's Great Places (Fall/Winter edition) and Southern Living (October edition). Wayfinding signage program ramping up.

Dade Expo

Jane Dixon, reporting. Priority is event promotion. 26 vendors already signed up.

Drugs Don't Work Well

Stacey Prater, reporting. Chuck Wade, State Director of Drugs Don't Work Program, about a refresher program. We need to get the word out to the community.

November 9, 2023 – Lunch & Learn at Community Center.

OLD BUSINESS

Proposed Amendments to Bylaws regarding term limits and political / governmental activity TABLED until next regular meeting of directors.

NEW BUSINESS

None requiring a vote by Directors.

OPEN FLOOR

Jane Dixon We should develop a program to track DCHS student career activity after high school;
Working now with John Ingle, Superintendent.

Career Day at DCHS 10-26-23.

William Back We should put an article in the newsletter inviting photos of caves, old buildings, and other
potential film sites, which we would report to the Georgia Film Commission.

EXECUTIVE SESSION

N/A

ADJOURNMENT AND NEXT MEETING	
Motion to Adjourn	Moved by Harry Abell Seconded by Stacey Prater Vote: Unanimous approval
Next regular meeting	Tuesday, October 31, 2023, at 6:00 p.m. Dade County Commission Meeting Room and Zoom videoconference

ADMINISTRATIVE	
Attachments	<ul style="list-style-type: none">• President's Report• Proposed Bylaws Amendments• Wayfinding signage info page
Submitted by	William A. Back, Secretary. Note: These Minutes are unofficial until approved by the Board.



Alliance for Dade, Inc.
Balance Sheet
as of 10/30/2023

Account Number	Account Name	Amount
Assets		
Current Assets		
1000	CBT - Checking	\$258,685.33
1005	Bank of Dade - checking	\$121,154.59
1008	Farm Bureau CD	\$56,339.09
Total Current Assets		<u>\$436,179.01</u>
Total Assets		<u>\$436,179.01</u>
Liabilities		
Total Liabilities		<u>\$0.00</u>
Equity		
Unrestricted Net Assets		
3000	General Fund - Fund Balance	\$60,885.40
Total Unrestricted Net Assets		<u>\$60,885.40</u>
Restricted Net Assets		
3150	TCT (RVIC) - Fund Balance	\$349,310.22
3175	TPD (DMO) - Fund Balance	\$25,983.39
Total Restricted Net Assets		<u>\$375,293.61</u>
Total Equity		<u>\$436,179.01</u>
Total Liabilities + Total Equity		<u><u>\$436,179.01</u></u>



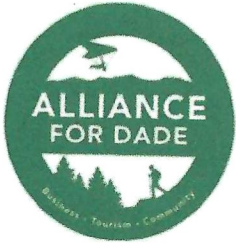
Alliance for Dade, Inc.
Income Statement by Fund
for the period of 01/01/2023 to 10/30/2023

Account Number	Account Name	General Fund	TCT	TPD
Income				
Investor Payments				
4100	Investor Dues	\$26,220.00	\$0.00	\$0.00
Total Investor Payments		\$26,220.00	\$0.00	\$0.00
Government Support				
4150	TCT (RVIC)	\$0.00	\$195,417.73	\$0.00
4175	TPD (DMO)	\$0.00	\$0.00	\$90,703.41
4180	Dade County contract	\$8,333.30	\$0.00	\$0.00
Total Government Support		\$8,333.30	\$195,417.73	\$90,703.41
Other Income				
4300	Bank Account Interest	\$1,391.75	\$0.00	\$0.00
4600	Donations - Cash	\$59.00	\$0.00	\$0.00
4625	Donations - Merchandise Purchases	\$625.00	\$0.00	\$0.00
Total Other Income		\$2,075.75	\$0.00	\$0.00
Events				
4710	Lunch & Learn	\$1,176.00	\$0.00	\$0.00
4720	EXPO - exhibitor registrations	\$2,615.00	\$0.00	\$0.00
4730	Job/Career Fairs	\$650.00	\$0.00	\$0.00
4760	Plum Nelly Depot Art Show	\$2,410.00	\$0.00	\$0.00
Total Events		\$6,851.00	\$0.00	\$0.00
Total Income		\$43,480.05	\$195,417.73	\$90,703.41
Expense				
Salaries / Wages / Benefits				
5000	Employee Wages	\$10,031.40	\$0.00	\$65,821.17
5006	Employer Payroll Taxes	\$802.77	\$0.00	\$5,729.89
5008	Health Reimbursement Account	\$0.00	\$0.00	\$8,921.92
5009	Retirement Plan	\$1,394.76	\$0.00	\$0.00
5050	Contractor Services	\$0.00	\$0.00	\$2,137.50
5052	Intern Stipend	\$0.00	\$0.00	\$1,025.00
Total Salaries / Wages / Benefits		\$12,228.93	\$0.00	\$83,635.48
Facility				
5100	Rent	\$0.00	\$0.00	\$10,250.00
5120	Utilities	\$0.00	\$0.00	\$2,541.91
5130	Telephone & Internet	\$0.00	\$0.00	\$1,675.84

Account Number	Account Name	General Fund	TCT	TPD
Total Facility		\$0.00	\$0.00	\$14,467.75
Administrative				
5200	Bank Charges	\$13.90	\$0.00	\$0.00
5220	Credit Card Processing Fees	\$411.92	\$0.00	\$0.00
5225	Credit Card Rewards	\$-239.90	\$0.00	\$0.00
5230	Office Supplies	\$0.00	\$0.00	\$2,566.14
5231	Office Furnishings	\$0.00	\$0.00	\$587.36
5232	Technology	\$0.00	\$0.00	\$1,607.33
5233	Postage & PO Box	\$14.70	\$249.43	\$261.00
5270	Accounting & Management Software	\$8,355.36	\$0.00	\$0.00
5275	Benefits Administrative Fees	\$2,100.00	\$0.00	\$0.00
5277	New Employee Expenses	\$241.00	\$0.00	\$0.00
5280	Gov't Filing & Registration Fees	\$229.90	\$0.00	\$0.00
5290	Insurance	\$0.00	\$0.00	\$0.00
5015	Workers' Comp Insurance	\$0.00	\$0.00	\$328.20
5292	General Liability	\$0.00	\$0.00	\$377.00
5294	D&O and EPLI	\$712.00	\$0.00	\$0.00
Total for 5290 - Insurance		\$712.00	\$0.00	\$705.20
Total Administrative		\$11,838.88	\$249.43	\$5,727.03
Alliance Business Meetings & Projects				
5400	Board/Staff Meetings & Events	\$505.77	\$0.00	\$0.00
5402	Ribbon Cutting	\$33.80	\$0.00	\$0.00
5404	Lunch & Learn	\$690.96	\$0.00	\$0.00
5406	Job/Career Fairs	\$1,218.00	\$0.00	\$0.00
Total Alliance Business Meetings & Projects		\$2,448.53	\$0.00	\$0.00
Events				
5500	Alliance Events	\$0.00	\$0.00	\$0.00
5502	DADE EXPO	\$141.66	\$2,032.20	\$0.00
5504	Light Up Trenton	\$183.74	\$0.00	\$0.00
5506	Plum Nelly Depot Art Show	\$566.73	\$6,049.11	\$0.00
5508	Antique Alley	\$0.00	\$115.74	\$0.00
5510	Tourism Promotion Displays	\$0.00	\$2,905.06	\$0.00
Total for 5500 - Alliance Events		\$892.13	\$11,102.11	\$0.00
6000	Community Events	\$0.00	\$0.00	\$0.00
6001	Smoke on the Square	\$0.00	\$3,069.61	\$0.00
6002	Rising Fawn Art Studio Tour	\$0.00	\$606.03	\$0.00
6003	1945 Dade County Fair	\$0.00	\$7,359.02	\$0.00

Account Number	Account Name	General Fund	TCT	TPD
6004	New Salem Mountain Festival	\$0.00	\$2,182.05	\$0.00
6007	Cloudland Canyon State Park	\$0.00	\$1,366.04	\$0.00
6008	Optimist Golf Tournament	\$0.00	\$867.94	\$0.00
Total for 6000 - Community Events		\$0.00	\$15,450.69	\$0.00
Total Events		\$892.13	\$26,552.80	\$0.00
Marketing				
5310	Print Advertising	\$0.00	\$15,274.00	\$0.00
5320	Signage	\$969.78	\$0.00	\$0.00
5325	Wayfinding Signage	\$0.00	\$0.00	\$3,531.20
5330	Printed Marketing Materials	\$0.00	\$28,372.45	\$0.00
5340	SWAG & Prizes	\$0.00	\$1,988.75	\$0.00
5350	Alliance Website	\$-172.61	\$1,029.58	\$0.00
5360	TV / Radio / Billboards	\$199.00	\$2,850.00	\$0.00
5370	Social / Digital Media	\$0.00	\$5,193.87	\$0.00
Total Marketing		\$996.17	\$54,708.65	\$3,531.20
Cost of Goods Sold				
5700	Welcome Center Art Work	\$80.00	\$0.00	\$0.00
5720	Welcome Center Alliance Merchandise	\$0.00	\$1,498.00	\$0.00
Total Cost of Goods Sold		\$80.00	\$1,498.00	\$0.00
Memberships & Professional Development				
5075	Membership Dues / Subscriptions	\$1,752.59	\$0.00	\$0.00
5080	Professional Development	\$3,191.23	\$0.00	\$0.00
5082	Mileage & Parking	\$2,912.37	\$0.00	\$0.00
5083	Lodging	\$2,159.67	\$0.00	\$0.00
5084	Meals	\$415.61	\$0.00	\$0.00
Total for 5080 - Professional Development		\$8,678.88	\$0.00	\$0.00
Total Memberships & Professional Development		\$10,431.47	\$0.00	\$0.00
Other Expense				
5800	Gifts - Donations - Memorials	\$275.26	\$0.00	\$0.00
Total Other Expense		\$275.26	\$0.00	\$0.00
Total Expense		\$39,191.37	\$83,008.88	\$107,361.46
Net Income (Loss)		\$4,288.68	\$112,408.85	\$-16,658.05
Summary				

Account Number	Account Name	General Fund	TCT	TPD
Beginning Fund Balance		\$56,566.72	\$236,901.37	\$42,641.44
+ Other Fund Balance Movements		\$0.00	\$0.00	\$0.00
+ Net Income / (Loss)		\$4,288.68	\$112,408.85	\$-16,658.05
= Ending Fund Balance		\$60,855.40	\$349,310.22	\$25,983.39



PRESIDENT'S REPORT

ALLIANCE FOR DADE BOARD MEETING
SEPTEMBER 12, 2023

Investor Report As of 9/12/23 - 127 current investors, with 7 renewals still unpaid. Discount Flooring, Talley Construction, Corner Coffee, Mostellar's Towing, Bank of Dade, Covenant College, & Peace Love Bling. New members since last report: ZA Brew Cold Brew Coffee, Silk by Claire, The Shop on Main & Dade Fabrication LLC. Last month's renewals are Dyer Beef, IDA, Josh & Andrea Cain & Trenton Pressing.

Investor and Potential Investor Visits & Contacts for August 9th - September 12th. Investor packets have been given out by staff or board members to: Hunter Salvage, Lalito's, Los 3 Amigos and Salem's Lot.

1. Welcome Center Visitors in September (local - 51, visitors - 69, phone calls - 36).
2. A new ad for the Cloudland Canyon State Park Map is completed as well as two other ads for the Holiday Travel Park and the Battlefield Campground. Each campground receives approximately 20,000 visitors a year. The new Georgia Great Places Magazine is out with our two-page spread as well as our Southern Living Ad which is a 1/6 page ad.
3. Facebook numbers: Reach for last 90 days 29,709. We are up to 968 followers and 698-page likes. We are at 129 for Instagram followers with a reach of 161 in the last 30 days. Our Facebook reach is 12,108 for the last 28 days so we are making more progress. Trish has also been twitting events on twitter, so we now have 30 followers on Twitter. She is share more of our investor's posts on Facebook.
4. We now have Plum Nelly prints and t-shirts, logo'd dog bowls and books at the welcome center for sale. Soon we will have magnets, Dade County T-shirts and mugs available for sale.
5. New Historic Banners are up on the square. A big thank you to the City Street Department and Street Commissioner Monda Wooten.

6. Channel 3's – 3 Plus You will segments on Dade County will air in the following Months.

Trenton-Dade Welcome Center - November

History of Dade – December between Christmas and New Years

American Legion Military Museum - October 25th

Rosie Mae's Alpaca Farm – October 4th

7. The new visitor guide is in the printing stage so we should see it shortly. It will be available on the AFD website as a digital flip book.