



ALLIANCE FOR DADE, INC.
BOARD OF DIRECTORS REGULAR MEETING MINUTES
TUESDAY, JULY 8, 2025
HISTORIC COURTHOUSE EVENT ROOM

PERSONS IN ATTENDANCE

Quorum Present? **Yes**

	Name		Present
Board Directors and Officers	George Williams	Chair	✓
	Jane Dixon	Vice Chair	
	Harry Abell	Secretary	✓
	Marcy Williams	Treasurer	✓
	Dena Abell		✓
	Stacey Prater		
	Carey Fauscett-Anderson		
	Josh Ingle		✓
	Hans Pfunder		✓
	Kathleen Reed		✓
	Leisa Cagle		✓
	Mark Cagle		✓
	William Back	General Counsel	✓
Staff	Sandy White	President & CEO	✓
	Patricia Cloud	Welcome Center Manager	✓

CALL TO ORDER, INVOCATION, AND ROUTINE MOTIONS

Call to Order	George Williams, Chair at 6:00 pm
Invocation	Harry Abell
Pledge of Allegiance	Mark Cagle
Introduction of Guests	
Motion to Approve Minutes from meeting held on May 6, 2025	Motion by: Leisa Cagle Second by: Marcy Williams Vote: Unanimous approval

TREASURER'S REPORT – Marcy Williams –

Financials – Balance Sheet and Income Statement Attached
Motion to Accept Financial Report made by Harry Abell
Second by Dena Abell
Vote: Unanimous approval

PRESIDENT'S REPORT – Sandy White

See President's Report, attached.

Carissa Shrum – New Part time Employee working in the Cornerstone Gallery and Gift Shop on Mondays and Saturdays.

Motion to accept the President's Report made by Josh Ingle

Second by Marcy Williams

Vote: Unanimous approval

TEAM REPORTS

Workforce Development: Presented by Hans Pfunder. Forklift Training - 3 signed up for this class in July. First Aid training being considered.

Tourism Funding Team: Presented by George Williams. Approved the promotional items for the Dade County Fire Departments Benefit Rodeo and Cloudland Canyon Fall Fun.

Dade Expo Team: Presented by Marcy Williams, for Jane Dixon. Already been meeting. Registration fees will be the same as last year and registration emails will be going out by the end of the week (July 11, 2025). Hans is approaching US Stove company to get an in-kind donation (worth \$700-\$1000) for a grand prize. Will be sending out an email to potential sponsors by the end of the week as well.

Public Arts Team: Presented by Marcy Williams. Two Mountains Fine Art Show - August 9. Still receiving applications from area artists. Offering a limited-edition t-shirt. Sandy is leading the marketing for the show, using the data we got from last year to enhance our outreach.

Finance Team: Presented by George Williams. The Finance Team met to review reconciled bank statements and everything is in good order.

Hawthorn Project: The Hawthorn Project board met in June to review the timeline established by project managers Amelia Anderson and LG Wylie and to talk about mentor requirements. Next meeting is scheduled for July 25.

NEW BUSINESS

Mission Statement:

Harry and Leisa reported and they are fine with the revised Mission Statement "To enhance Business, Tourism, and Community"

Motion to accept revised Mission Statement by Harry Abell

Second by Leisa Cagle

Vote: Unanimous approval

Bank Resolution

George Williams made a motion to approve a banking resolution to take William Back off as signatory on checking accounts as he is no longer Secretary and add Harry Abell on as a signatory because he is the new Secretary.

Second by Leisa Cagle

Vote: Unanimous Approval

Update board books: Distributed by Marcy Williams

New Contact Information

Georgia Code Section on Ethics

Conflict of Interest policy

Brief History of Alliance for Dade

New Mission Statement

New 501(c)3: The Executive Team approved the formation of a new 501(c)(3) organization that will provide donors with tax-deductible donations and open new opportunities for grants. The Hawthorn Project will be one project under the “umbrella” of this new organization. The interim board comprises Leisa Cagle, Jane Dixon, Jayne Griffin, George Williams, and Marcy Williams. William Back drafted a proposed set of objectives for the new organization and explained the setup process: 1) establish the organization with the Georgia Secretary of State \$110 + \$35 courier fee, 2) apply to the IRS for tax-exempt status \$275, 3) publication in local newspaper \$40, 4) \$100 attorney fee to prepare organizational documents/bylaws 5) \$30 annual Secretary of State filing – total \$590. The set-up fees will be paid by the Alliance for Dade, but thereafter the new organization will pay all renewal fees. The board approved the formation of the new organization and selected the name “Dade Community Foundation, Inc.”

2026 Plan of Work meeting: - George Williams is proposing a meeting to discuss specific plans and goals for 2026. The meeting is scheduled for September 10, 2025, at 6pm at the Historic Courthouse.

OPEN FLOOR

Josh Ingle: Charity Barton has asked if we could do a ribbon cutting for the new building addition at Davis Elementary School. Charity to contact Sandy White.

Harry Abell: Suggested having something like a splash pad for Jenkins Park to attract tourists. Tourism funding couldn’t fund it. Proper step would be to mention it at the City Council meeting. Kathleen Reed suggested going to Park Commissioner Terry Powell first. Harry Abell will get a cost analysis and information about other communities that have a splash pad and share it with the City of Trenton.

ADJOURNMENT AND ADMINISTRATIVE

Motion to Adjourn at 7:12 pm	Motion by Harry Abell Second by Kathleen Reed Vote: Unanimous approval
Next Regular Meeting	Tuesday, September 9, 2025, at 6:00 pm Dade County Historic Courthouse Event Room on 2 nd floor
Attachments	Financial Reports President’s Report
Submitted by	Patricia Cloud, Recording Secretary
<i>Note: These Minutes are unofficial until approved by the Board</i>	



Alliance for Dade, Inc.
Balance Sheet
as of 07/03/2025

Account Number	Account Name	Amount
Assets		
Current Assets		
1000	CBT - Checking	\$95,419.88
1005	Bank of Dade - Checking	\$308.42
1007	Live Oak - Alliance Savings	\$187,949.83
1011	Live Oak - CD 1769	\$56,008.34
1013	Live Oak - CD 8911	\$55,747.28
1020	Petty Cash - Welcome Center	\$50.00
1025	Cash Bank - Cornerstone Gallery	\$100.00
Total Current Assets		\$395,583.75
Total Assets		\$395,583.75
Liabilities		
Current Liabilities		
2100	Accounts Payable	\$207.00
2200	Sales Tax Payable	\$115.55
2300	Consignment Payable	\$312.09
Total Current Liabilities		\$634.64
Total Liabilities		\$634.64
Equity		
Unrestricted Net Assets		
3000	General Fund - Fund Balance	\$55,493.76
Total Unrestricted Net Assets		\$55,493.76
Restricted Net Assets		
3150	TCT (RVIC) - Fund Balance	\$340,529.80
3175	TPD (DMO) - Fund Balance	\$-1,074.45
Total Restricted Net Assets		\$339,455.35
Total Equity		\$394,949.11
Total Liabilities + Total Equity		\$395,583.75



Alliance for Dade, Inc.
Income Statement
for the period of 01/01/2025 to 07/03/2025

Account Number	Account Name	Amount	Annual Budget
Income			
Investor Payments			
4100	Investor Dues	\$19,941	\$45,000
Total Investor Payments		\$19,941	\$45,000
Government Support			
4150	TCT (RVIC)	\$116,484	\$285,000
4175	TPD (DMO)	\$41,910	\$100,000
4180	Dade County contract	\$5,000	\$10,000
Total Government Support		\$163,394	\$395,000
Grants			
4204	Wayfinding Signage Grant	-	\$50,000
Total Grants		\$0	\$50,000
Other Income			
4300	Bank Account Interest	\$5,763	\$7,000
4500	Miscellaneous Income	\$50,024	\$50,000
Total Other Income		\$55,787	\$57,000
Workforce Development			
4800	Workforce Development Grants & Sponsorships	\$1,500	\$1,000
4810	Workforce Development Training Registrations	\$225	-
Total Workforce Development		\$1,725	\$1,000
Events			
4710	Lunch & Learn/Eat & Greet	\$1,080	\$2,500
4720	EXPO - registrations	-	\$5,600
4721	EXPO sponsorships & donations	-	\$5,500
Total for 4720 - EXPO - registrations		\$0	\$11,100
4760	Fine Art Show - registrations	\$1,925	\$2,700
4761	Fine Art Show - sponsorships & donations	\$600	\$3,600
Total for 4760 - Fine Art Show - registrations		\$2,525	\$6,300
Total Events		\$3,605	\$19,900
Cornerstone Gallery & Gifts			
4625	Alliance Merchandise	\$604	\$1,000
4630	Consignment Commission	\$108	-
Total Cornerstone Gallery & Gifts		\$712	\$1,000
Total Income		\$245,165	\$568,900
Expense			
Salaries / Wages / Benefits			
5000	Employee Wages	\$70,026	\$134,534
5006	Employer Payroll Taxes	\$5,690	\$10,292
5008	Health Reimbursement Account	\$5,095	\$10,167
5009	Retirement Plan	\$2,307	\$4,508
Total Salaries / Wages / Benefits		\$83,117	\$159,501
Facility			
5100	Rent	\$5,383	\$10,400
5120	Utilities	\$720	\$600

Account Number	Account Name	Amount	Annual Budget
5130	Telephone & Internet	\$639	\$1,035
Total Facility		\$6,742	\$12,035
Administrative			
5200	Bank Charges	\$47	\$70
5220	Credit Card Processing Fees	\$521	\$1,500
5225	Credit Card Rewards	-\$117	-\$150
5230	Office Supplies	\$2,976	\$2,000
5231	Office Furnishings	\$6,360	\$500
5232	Technology - hardware	\$459	\$500
5233	Postage & PO Box	\$3,172	\$1,680
5240	Professional Fees	-	-
5242	Public Relations Firm	\$2,857	-
Total for 5240 - Professional Fees		\$2,857	\$0
5270	Accounting & Management Software	\$5,821	\$7,380
5275	Benefits Administrative Fees	\$1,101	\$1,785
5277	New Employee Expenses	\$94	-
5280	Gov't Filing & Registration Fees	\$309	\$240
5290	Insurance	-	-
5015	Workers' Comp Insurance	\$263	\$515
5292	General Liability	\$437	\$500
5294	D&O and EPLI	\$718	\$720
Total for 5290 - Insurance		\$1,418	\$1,735
Total Administrative		\$25,019	\$17,240
Workforce Development			
5406	Workforce Development - Job / Career Fairs	\$980	\$615
5408	Workforce Development - Trainings & Meetings	\$6,850	-
Total Workforce Development		\$7,830	\$615
Alliance Business Meetings & Projects			
5400	Board/Staff Meetings & Events	\$27	\$1,000
5404	Lunch & Learn / Eat & Greet	\$1,123	\$2,500
5410	Investor Events	-	\$2,000
5499	Other Meetings & Projects	-	\$100
Total Alliance Business Meetings & Projects		\$1,150	\$5,600
Tourism Promotion Activities			
5500	Alliance Events	-	-
5502	DADE EXPO	\$3,350	\$26,000
5504	Light Up Trenton	\$9	\$6,640
5506	Fine Art Show	\$423	\$15,000
5507	Autumn Splendor Spectacular	\$124	-
5509	Destination Dade Tradeshow	\$2,228	\$8,600
5510	Tourism Promotion Displays	\$84	\$1,200
5590	Tourism Meetings / Trainings	\$187	\$4,200
Total for 5500 - Alliance Events		\$6,404	\$61,640
6000	Community Events	-	-
6001	Smoke on the Square	-	\$2,500
6002	Rising Fawn Art Studio Tour	\$726	\$4,000
6003	1945 Dade County Fair	\$2,200	\$10,000
6004	New Salem Mountain Festival	-	\$2,800
6005	Hand Up Ministry	\$1,674	\$1,700
6007	Cloudland Canyon State Park	-	\$4,000
6008	Optimist Golf Tournament	-	\$800
6009	Back To School Market	-	\$800

Account Number	Account Name	Amount	Annual Budget
6011	Trenton Fire Department	-	\$2,000
6012	Lookout Mtn Flight Park	-	\$4,000
6013	Groovy Nomad events	-	\$1,800
6099	Other Community Events	\$446	\$6,700
Total for 6000 - Community Events		\$5,046	\$41,100
Total Tourism Promotion Activities		\$11,450	\$102,740
Marketing			
5310	Print Advertising	\$52,530	\$57,800
5320	Signage	\$5,111	\$600
5325	Wayfinding Signage	-	\$100,000
5330	Printed Marketing Materials	\$311	\$5,300
5340	SWAG & Prizes	\$4,130	\$8,000
5350	Alliance Website	\$3,786	\$5,000
5360	TV / Radio	\$26,288	\$42,550
5365	Billboards	\$15,165	\$28,670
5370	Social / Digital Media	\$2,847	\$12,000
5380	Social Media Influencers/Travel Writers	\$1,316	\$5,000
Total Marketing		\$111,484	\$264,920
Cornerstone Gallery & Gifts			
5720	Merchandise for Resale	\$525	\$500
5725	Gift Shop Expenses	\$640	\$250
Total Cornerstone Gallery & Gifts		\$1,165	\$750
Memberships & Professional Development			
5075	Membership Dues / Subscriptions	\$525	\$2,480
5080	Professional Development	\$1,190	\$3,250
5082	Mileage & Parking	\$1,513	\$3,800
5083	Lodging	\$823	\$1,710
5084	Meals	\$113	\$50
Total for 5080 - Professional Development		\$3,638	\$8,810
Total Memberships & Professional Development		\$4,163	\$11,290
Other Expense			
5800	Gifts - Donations - Memorials	\$14	\$1,000
Total Other Expense		\$14	\$1,000
Total Expense		\$252,136	\$575,691
Net Income (Loss)		-\$6,971	-\$6,791



PRESIDENT'S REPORT

ALLIANCE FOR DADE BOARD MEETING

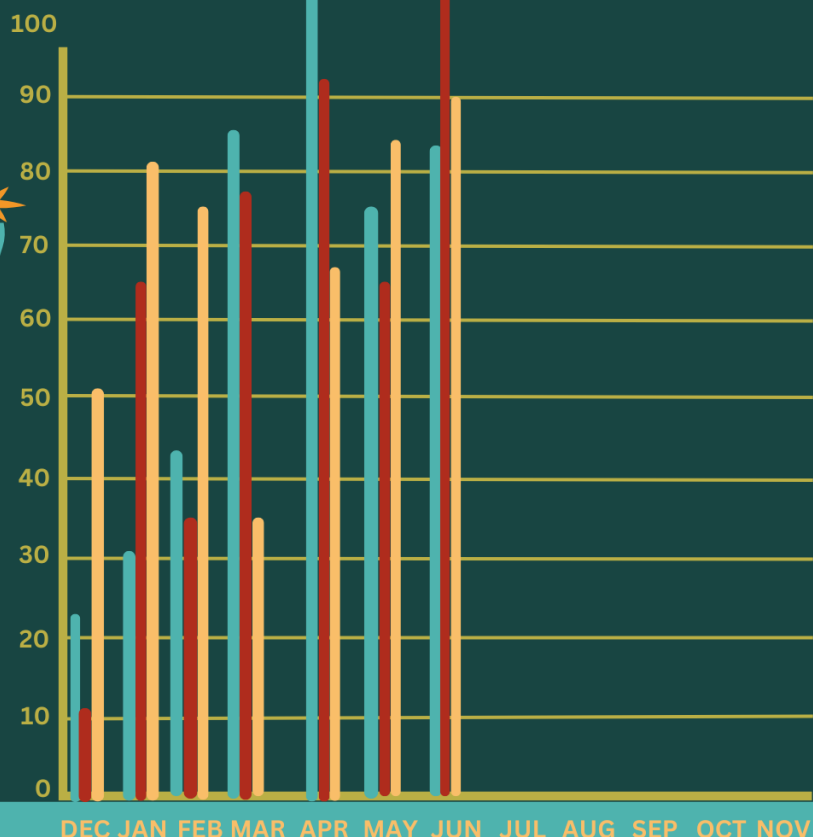
July 8, 2025

Investor Report As of July 4, 2025 – 181 total investors: **New Investors (9)**: Gammy's Playroom, Dade County Pet Project (swap for Discount Flooring), Country Road Café, Joy Odum, Stone 1 Studios, Luck's Rescue, Quality Exteriors, Blood Assurance, & Food City. **Renewals (29)**: Tri-State Humane Society, Reeves Heating & Air, Lookout Mountain Flight Park, J.B.'s Variety, Matt Mayfield State Farm, Rosie's Mae's Alpaca Farm, McLemore Resort, TVN/Trenton Telephone, T&T Golf, Hideaway@Whisperhills, Trenton-Dade Lions Club, Alfa Insurance, Integer, Roof Curb Systems, Family Resource Agency of North GA, Whippoorwill Treehouse Retreat, Standard Company, Dade County Sheriff's Dept., TVFCU, Tri-State Weather, Mike Cameron, Linda & John Case, Bottom Dollar Tools, Highway 11 Quick Mart, Trenton Liquor's, Days Inn, David & Brenda Keith, Dade County Sentinel, & Moore Funeral Home **Dropped: (6)** The Vapory, Blind Book Company, Cloudland Airl (3) Out of Business), Phil Dawson, Angela Pense & Elder's Ace Hardware.

- We didn't receive the grant for additional funds for wayfinding signage. I will reapply in 4th quarter. Also funding is not available to a new leadership class thru UGA in 2025, we will apply in 2026.
- We have had another successful Eat & Greet Breakfasts in June. Our attendance was almost 30, a little off because of summer vacations. The next one was scheduled for August; however, we've had some scheduling conflicts and are looking at sometime in September. Secretary of State Brad Raffensperger. He will speak on small business.
- Destination Dade Travel & Tourism Tradeshow held May 10th was a good event, we had about 50-60 attendees. The rain was an issue again this year, we are looking to change the event to June to hopefully have dryer weather. Coming up are Two Mountains Fine Art Show, Chamber Mingle and Autumn Splendor Decorating Spectacular and Dade Expo.

WELCOME CENTER STATS *June 2025*

RESIDENTS 83
VISITORS 198
PHONE CALLS 90



Social Media Reach

YEAR TO DATE

FACEBOOK

- REACH: 212,730
- FOLLOWERS: 3,400
- PAGE VIEWS: 876,665

INSTAGRAM

- REACH: 52,531
- FOLLOWERS: 526
- PAGE VIEWS: 81,551



Introducing

NEW & ENHANCED WEBSITE

Stay Connected, Stay Informed!

Adventure into DADE
COUNTY ★ GEORGIA

ALLIANCE FOR DADE
CHAMBER

ADVENTURE INTO DADE
VISIT

DADE COUNTY Georgia
COMMUNITY

We've redesigned it with you in mind, offering easier navigation, up-to-date information on local events, businesses, and community initiatives. Whether you're a visitor, business owner, or resident, our site is your go-to hub for everything Dade County. Discover upcoming events, explore local attractions, and stay connected with the heart of our community – all at the click of a button!"

www.allianceforddade.com or VisitDadeGA.com

BE A TOURIST IN YOUR OWN HOMETOWN CONTEST

MAY 10–JULY 30, 2025

Adventure Passport
INTO FUN '25

PRIZE DRAWING JULY 31ST

PICK UP YOUR PASSPORT
AT THE WELCOME CENTER
HISTORIC COURTHOUSE
12345 MAIN STREET, TRENTON, GA

An Artful Afternoon Tea

at

CORNERSTONE
GALLERY & GIFTS

Historic Courthouse
12345 Main Street
Trenton, GA

August 2nd
1pm–5pm

Sip, Savor & Shop

Meet the Artists & Authors

Check out our new website, it is easier, more informative and packed with everything Dade County!

Our summer promotion is our returning "Summer Passport to Fun". This promotion runs from May 10th—July 31st.

A new promotion for the Cornerstone Gallery & Gifts is "An Artful Afternoon Tea". Make sure to mark your calendar and come and sip, savor and shop!

- County Commission Executive Don Townsend has asked me to join a county housing committee. I am also on the Tree City Committee.
- The Chattanooga travel writer Anne Braley is back in Dade County and will be staying at Whippoorwill Treehouse Retreat in August and writing an article.
- I continue working on ads for several publications, bill boards and TV and radio.
- The Viewpoint project filming will be on June 4th went well. We will receive a 30 second spot, 1 minute profile and a segment on the show Viewpoint with host Dennia Quaid. These spots will run for one year on all 50 PBS stations across the country. We are editing the 1st draft now. We also did some filming with Channel 3 at our local farms and gardens.
- Patricia and I attended the Northwest Georgia Regional Recreation Summit in Rome. The sessions were informative and we brought home some helpful knowledge.
- UGA is finishing up on our wayfinding signage designs and we are working with Victory Signs in Fort O to create and install the information kiosk on the courthouse lawn in the near future.
- We hired a new part-time person for the Cornerstone Gallery and Gift Shop. Dade County native, Carissa Shrum started at the first of June. She will be working on Monday's and Saturday's in the gift shop. Please go by and welcome Carissa.
- I was part of a meeting with the Tri-State regional group THRIVE here in the county. After the meeting I showed the THRIVE staff our offices and the meeting space in the courthouse. They are now planning to have their 4th quarter board meeting upstairs in the fall.
- Patricia has started a new promotion called "T-shirt Friday". She is asking investors to give us t-shirts with their business name, to wear on Friday's and we will promote their business on social media to give them some free advertising. She has 5-6 businesses participating so far.
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- I am starting to work with the Northwest Georgia Regional Travel Association of the winter conference that Dade and Walker County will be hosting at McLemore Resort next March.
- We were a vendor this year at J-Fest in Chattanooga. The spot was part of our advertising program with the Chattanooga based radio station. There were between 12,000 to 15,000 in attendance. Thanks to all of the board members who help man the booth.
- We had a couple of successful ribbon cuttings for EverAfter Wedding Venue & Gammy's Playroom since our last board meeting. Thank you for all that could attend.