



**ALLIANCE FOR DADE, INC.**  
**BOARD OF DIRECTORS REGULAR MEETING MINUTES**  
TUESDAY, November 18, 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 Anderson		✓
	Josh Ingle		
	Hans Pfunder		
	Kathleen Reed		
Staff	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	Carey Anderson
Introduction of Guests	None
Motion to Approve Minutes from meeting held on September 9, 2025	Motion by: Leisa Cagle Second by: Carey Anderson Vote: Unanimous approval

**TREASURER'S REPORT** – Marcy Williams provided handouts and explained the Balance Sheet and Income Statement. She explained that much of our funding comes from Hotel/Motel tax and is provided by both the city and county. The city and county use different dates for their financial year. Consideration to change from Cash to Accrual accounting is being evaluated.

Motion to Accept: Harry Abell

Second by: Jane Dixon

Vote: Unanimous approval

**PRESIDENT'S REPORT** – Sandy went over the report via Zoom. Welcome Center and Social Media statistics show the Alliance for Dade is the go-to place for information. Sandy went over the tourism impact for the State, Northwest Georgia Alliance (NWGA), the Visitor Information Centers (VIC) and Dade County. We hosted the NWGA Fall Study Tour and participants from all 9 VICs attended. We also hosted the NWGA Travel Association monthly meeting. We had 18 new members and 35 renewals recently.

A Winter Chautauqua Collaboration Conference will be held at McLemore in March 2026. Dade and Walker Counties are hosting the event. This conference focuses on marketing with advertising at Visitor Centers, billboards, TV, and Radio. No specific events are promoted; the focus is tourism to an area.

Motion to accept: Stacey Prater

Second by: Leisa Cagle

Vote: Unanimous approval

## **TEAM REPORTS**

**Executive Team** – George Williams (interim chair). No update

**Finance Team** – Jane reported how George, Marcy and Jane go thru all the finances and there is a check and balance system in place- No discrepancies

**Governance Team** – George Williams. No update

**Workforce Development** - No update

**Jolly Holiday Market Team** - Jane Dixon said Red Fox is the major sponsor for the event. There are 93 exhibitors registered.

**Two Mountains Fine Art Show Team** - Marcy Williams - said a meeting to recap results and to plan improvements for next year occurred. Committee meetings resume in January 2026 to plan for next year's event.

**Hawthorn Project** – Carey Anderson. The next meeting is December 2. Next May 2026 is the GALA that is being planned. Tree City planted a Hawthorn tree at the board of education in support of the Hawthorn Project.

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**Tourism Funding Team** – Carey Anderson - The Downtown Development Authority (DDA) spent \$2400 for 50 banners (2 x 6 feet). Sandy believes that the banners will promote tourism and businesses on poles in the downtown area. Currently the City can't fund much but the City is purchasing the hardware for the banners. Companies will pay for their logos on the banners to support the DDA.

**Planning Session** - was held on September 10, 2025 to review the strategic plans and goals. It was emphasized that we need new ways to generate non hotel/motel revenue, this will be discussed at the January meeting.

## **UNFINISHED BUSINESS**

**Strategic Planning** - A brief recap was presented, and we will go over everything at the January meeting. George learned at the Georgia Association of Chamber of Commerce Executives (GACCE) meeting that

the Georgia Chamber of Commerce is putting together an Emergency Preparedness Plan that can be used by Chambers of Commerce throughout the state. The Alliance will customize that plan to fit our community.

**Dade Community Foundation:** William Back said he is still waiting for paperwork from the State about the non-profit 501c3 status. The Dade Community Foundation: Interim Board – Jane Dixon, Marcy, George, William, Leisa and Jane Griffin. They have bylaws and a meeting with the Chattanooga Community Foundation is planned for January 2026.

**Historic Marker** - Stacey and William - 3 corners (3 states) would make a wonderful attraction. Stacey went to Marion Co. Courthouse to see if she could find a deed to this property. William wrote to the people who own the property in GA. He is hoping to hear back soon. The site is far back in the woods - Stacey said it would make a good walking trail. Will ask a company to see what kind of ground marker or elevated marker is recommended and to install it in a secure manner.

## **NEW BUSINESS**

**Governance Team** – George Williams announced that we need someone to step up as Chair for the Governance Team.

**Budget Review** – The budget estimates income of \$390,000 in hotel/motel tax in 2026. Sandy wants to get dues up to \$45,000 by doing a membership drive. Expenses are detailed in the budget. Marcy can give detailed information if requested.

Motion to accept the 2026 budget: Harry Abell

Second by: Leisa Cagle

Vote: Unanimous approval

## **OPEN FLOOR**

Carey thanked the Alliance for Dade for being so involved in our community.

Thrive Regional was a 2-day conference that Sandy, Don, Kathy Ragon and Carey attended. Small communities are thriving because of collaboration between the local governments and the Chamber and other entities.

Georgia Initiative for Community Housing (GICH) meetings have been held several times about getting a GICH grant for our community - GICH only gives 5 awards a year. Dade County will receive this grant - 3-year project for housing needs - affordable housing will help with this and blighted areas

The SPLOST tax will be back on the ballot. ESPLOST just passed in Dade County in a recent election. George wants to get in place a method to educate the community about SPLOST and its importance. We have a year to help get the word out about this education. The board must talk about it to see if the board wants to promote / educate citizens about SPLOST

The Northwest Georgia Joint Development Authority - Stacey said we have a beautiful facility (the Historic Court House) and the Alliance for Dade provides swag bags to hand out at meetings.

Jane talked about Light Up Trenton - November 29th. Don and Monda are instrumental for us having lots of lights in Trenton.

Christmas Parade - George asked if the Alliance for Dade should be in the parade. It was determined that the Alliance for Dade didn't need to have a presence in the parade.

No executive session.

#### **ADJOURNMENT AND ADMINISTRATIVE**

Motion to Adjourn at 7:13 pm	Motion to Adjourn: Harry Abell Second by: Leisa Cagle Unanimous approval
Next Regular Meeting	Tuesday, January 13, 2026 at 6:00 pm Dade County Historic Courthouse Event Room on 2 <sup>nd</sup> floor
Submitted by	Harry Abell, Secretary
<i>Note: These Minutes are unofficial until approved by the Board</i>	