ALLIANCE FOR DADE, INC.

BOARD OF DIRECTORS REGULAR MEETING MINUTES

Tuesday, May 12, 2026

Historic Courthouse Event Room

PERSONS IN ATTENDANCE Quorum Present? **Yes**

	Name		Present
Board Directors and Officers	George Williams	Chair	✓
	Harry Abell	Secretary	✓
	Marcy Williams	Treasurer	✓
	Dena Abell		✓
	Stacey Prater		✓
	Wesley Bethune		
	Josh Ingle		✓
	Hans Pfunder		
	Kathleen Reed		✓
	Leisa Cagle		✓
	Mark Cagle		✓
	William Back	General Counsel	✓
Staff	Patricia Cloud	Welcome Center Manager	✓
	Sandy White	President & CEO	✓
Guests	Darryl Massey	District Manager, Food City	✓
	Doug	Community member	✓

CALL TO ORDER, INVOCATION, AND ROUTINE MOTIONS

Call to Order	George Williams, Chair at 6:00pm
Invocation	Harry Abell
Pledge of Allegiance	Harry Abell
Introduction of Guests	
Motion to Approve Minutes from meeting held on March 12, 2026	Motion by: Marcy Williams Second by: Leisa Cagle Vote: Unanimous approval

TREASURER'S REPORT – Marcy Williams

Financial Reports by Marcy Williams

Marcy presented her report. She explained TCT (tourism conventions and tradeshows) and TPD (Tourism Product Development - brick and mortar) funds to the new members and guests. Both funds are restricted to certain types of expenses.

Sandy added that we are charging a convenience fee when using a credit card for renewals. Other revenue is from charging for banner ads on our website and ads in Alliance Builder Newsletter.

Motion to Accept Financial Report: Stacy Prater
Second by: Dena Abell
Vote: Unanimous approval

PRESIDENT'S REPORT – Sandy White
President's Report attached.
Sandy highlighted the following: 3 new members, 23 renewals. We are an advocate for SPLOST (Special Purpose Local Option Sales Tax). She provided the numbers from social media and welcome center visits.

Sandy said we are doing a virtual Destination Dade (not in person) to promote attractions and amenities in the county. On a local TV program (3 Plus You) ads are aired with some new attractions and lodging. Sandy requested that we send emails to staff during the week and not on the weekend.

Motion to accept the President's Report: Harry Abell
Second by: Kathleen Reed
Vote: Unanimous approval

George reminded the board that we are in the middle of the election season and we are to remain neutral, but we polled the investors and they are in favor of our supporting the SPLOST

TEAM REPORTS
Executive Team – Discussion was held regarding bringing author Doug Griffith, author of *13 Ways to Kill a Community*, to speak to the community on September 24 at 5:30 PM. The Alliance for Dade and Dade County Commission will contribute half of the cost. George Williams requested Board approval for the Alliance for Dade to pay half of this expense. George Williams made a motion to approve this expense.

Motion to accept: George Williams
Second by: Marcy Williams
Vote: Kathleen Reed abstained, all others approved

The group, Leadership Dade has the following members: George, Sandy, Jon Wiley, Carey Anderson, Tonya Gatlin. They are planning for eight courses to be held once a month. The curriculum includes team building, civics and government functions, schools, critical thinking, and leadership skills - working with change. The goal is to teach and cultivate new leadership within the County. Beginning at the end of August 2026. No more than 15 students in the first class. A $200 fee will be charged for each class. The courses are open to anyone in the community who wants to apply. We will encourage businesses and governments to send their employees.

Finance Team
Kathleen reported that a meeting with George, Marcy and herself occurred to review financial documents. The documents were accurate and complete.

Governance Team – Leisa Cagle – Said there will be the election of our Officers. She said the terms are 3 years in length and you can serve 2 consecutive terms. After two terms there is a one-year period before someone could be elected again.

Workforce Development - Hans was not present. George said that Josh Parham, Hans Pfunder, Sandy White, Tonya Gatlin, and Rex Mayo are preparing for additional forklift and first aid training. The next step to implement this training is to be developed. Local employers are hiring through temp agencies in Chattanooga to fill a job opening. This team is trying to find a solution to eliminate that need. A ribbon cutting for the career center at the library was held. This is open on Tuesdays – Saturdays. We are working with our local businesses by doing the following: a banner ad on our website of current job postings, links on the newsletter for current job postings. We placed an ad in the DCHS (Dade County High School) yearbook - focusing on careers and what the next steps are. We included a QR code that goes to our website that provides details of what is available in Dade County. The AHand Up ministry is going to have a resource center. The focus is how can we get technical positions in Dade County filled and how can we provide training for soft skills and OSHA requirements

Tourism Funding Team – No Tourism Promotion funding requests have been received since the last meeting.

Two Mountains Fine Art & Craft Show - Marcy Williams.
The event is held on the second Saturday in August. Eleven artists are registered to date. The goal is to Improve the ambiance. SmashBoyz will have their food truck at the event with string quartet playing as you walk in. Only fine artists and crafters approved by the art show team are invited to participate. The show is open and free to the public.

Jolly Holiday Market Team – George will schedule first meeting soon. The event is the first Saturday in December.

UNFINISHED BUSINESS

Historic Marker – Stacey and William: Nothing new to report.

Josh Parham is a potential new board member.
Leisa nominated Josh Parham to become a board member.
2nd - Josh Ingle
Vote: Unanimous Approval

Officer Elections – Leisa Cagle said all the current officers (Jane Dixon vice-chair resigned recently) have agreed to server another term. Leisa made a motion to approve George Williams – chair, Dena Abell – vice chair, Marcy Williams – treasurer and Harry Abell – secretary.
2nd Motion: Stacey Prater
Vote: Unanimous Approval

New Business: none

OPEN FLOOR

George Williams said on the back of the Agenda is the Plan of Work us that includes our Mission and Strategic Objectives.

ADJOURNMENT AND ADMINISTRATIVE

Motion to Adjourn at 6:44 pm	Motion to Adjourn: Marcy Williams Second: Kathleen Reed Vote: Unanimous approval
Next Regular Meeting	Tuesday, July 7, 2026, at 6:00 pm Dade County Historic Courthouse Event Room on 2nd floor
Attachments	Financial Reports President's Report
Submitted by	Harry Abell, Secretary
Note: These Minutes are unofficial until approved by the Board	