



ALLIANCE FOR DADE, INC.
BOARD OF DIRECTORS REGULAR MEETING MINUTES

TUESDAY, JANUARY 21, 2025
 DADE COUNTY COMMISSION MEETING ROOM

PERSONS IN ATTENDANCE

Quorum Present? **Yes**

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

CALL TO ORDER, INVOCATION, AND ROUTINE MOTIONS

Call to Order	George Williams, Chair at 6:00 pm
Invocation	Harry Abell
Pledge of Allegiance	Harry Abell
Introduction of Guests	
Motion to Approve Minutes from meeting held on November 12, 2024	Motion by: Jane Dixon Second by: Stacey Prater Vote: Unanimous approval
Motion to Accept Financial Report	Motion by: Stacey Prater Second by: Harry Abell Vote: Unanimous approval

TREASURER’S REPORT – Marcy Williams

Marcy Williams (Treasurer) reported that the Income Statement for 2024 is not yet finalized and will be presented at the next regular meeting. She added that the Alliance is holding \$2400 in a separate account for the University of Georgia (UGA) Leadership Grant that was awarded

to Amelia Claire Anderson and L.G. Wylie. The Alliance will disburse the funds as needed for their project.

PRESIDENT'S REPORT – Sandy White

See President's Report Attached.

ELECTION OF BOARD DIRECTORS

Heath Cloud has resigned from the Board.

John Rollins, Integer, has completed his three-year term on the Board.

We thank Heath and John for their service to our community.

Dena Abell, Harry Abell, Stacey Prater and Kathleen Reed have completed a three-year term on the Board. The Board unanimously approved to re-elect all four of them to a second three-year term.

The Board unanimously approved the election of new Directors Leisa Cagle and Mark Cagle to a three-year term.

The Governance Committee will present nominations for Officer positions at the March, 2025 Board meeting. Officers will be elected at the May, 2025 meeting.

2025 BUDGET

Marcy Williams and Sandy White presented the Proposed Budget for 2025 – attached to these minutes.

Motion to approve the 2025 Budget made by Harry Abell

Second by Stacey Prater

Vote: Unanimous approval

COMMITTEE REPORTS

Board Directors are expected to be an active participant in at least one committee. George Williams asked the Directors to review the list of committees and be prepared to sign up at the March meeting. Sandy White presented logos for the new committees.

Current and New Committees and existing members:

Executive : George Williams, Jane Dixon, Marcy Williams, Carey Fauscett-Anderson

Governance: Josh Ingle, George Williams

Workforce Development: Hans Pfunder, Josh Ingle

Wayfinding Signage:

Art Show: Sue Gridley, William Back, Carey Fauscett-Anderson, Marcy Williams, Jayne

Jarrett James, Bonnie Cayce, Toni Gwaltney

Light Up Trenton:

Dade Expo Jolly Holiday Market: Jane Dixon

Destination Dade Travel & Tourism Trade Show (new):
 Chamber Family Mingle (new):
 Autumn Splendor Decorating Spectacular (new): Dena Abell, Stacey Prater

Light Up Trenton was a huge success in 2024. George Williams would like to see the community centers decorated and maybe a friendly competition in 2025.

Workforce Development Committee: Sandy White gave a presentation for Hans Pfunder in his absence. Workforce Development will offer the first Forklift Training at Trenton Pressing on February 28, 2025. This OSHA certification will be \$50 per person and the Alliance will facilitate registration. Trenton Pressing will offer this training every other month unless the demand is higher than expected. Only 5 people can participate in a session at a time. The Alliance will cover the annual \$750 cost for required liability insurance. The committee asked if the DCHS Career Fair could be extended one hour to allow job-seeking adults to attend. This will be discussed with superintendent Josh Ingle.

NEW BUSINESS

The Dade County Commission will host a Joint Meeting on March 27, 2025 at 6pm. Dade County Schools, Trenton City Commission, Dade County Water Authority, and the Alliance for Dade will join the County Commission for a roundtable discussion. A second Joint Meeting will be held on September 25, 2025.

Sandy White presented a slideshow about the proposed new Wayfinding signage. The mid-century modern design will be used on signs throughout the county.

OPEN FLOOR

Guest Pam Berg mentioned that the Boy Scouts will be doing a Scarecrow fundraiser in the fall. She also asked if there would be a fee to display items in the new Cornerstone Gallery and Gift Shop. Sandy explained that there is a 10% commission to the Alliance and Darlene can provide more information.

ADJOURNMENT AND ADMINISTRATIVE

Motion to Adjourn at 7:15 pm	Motion by Harry Abell Second by Kathleen Reed Vote: Unanimous approval
Next Regular Meeting	Tuesday, March 18, 2025 at 6:00 pm Dade County Historic Courthouse Board Room on 2 nd floor
Attachments	President’s Report 2025 Proposed Budget
Submitted by	Patricia Cloud, Recording Secretary

Note: These Minutes are unofficial until approved by the Board



PRESIDENT'S REPORT

ALLIANCE FOR DADE BOARD MEETING

January 21, 2025

Investor Report As of January 15, 2025 – 174 total investors: **New Investors (5):** J103, Land & Environmental Service, Dade Yoga, Gee Berry Farm, Edgewood Missionary Baptist Church **Renewals(22):** Sue Gridley, Titus Cartwright, Cloudland Villas, Graphic Web, Harry & Dena Abell, Lookout Lavender Farm, Dade County School Superintendent's Office, Dade County High School, Dade County Middle School, Dade County Elementary School, Davis Elementary School, City of Trenton, Volunteers of America, Dade County Health Department, Friends of Cloudland Canyon State Park, Cloudland Canyon State park, Gladys Mynatt, Southeast Lineman Training School, Oakleaf Cottage, Georgia & Marcy Williams, Dade County Farm Bureau and Dade Fabrication **Dropped (3):** Jake Marshall, Sally Worland and David & Charity Barton. None of these will respond, multiple attempts have been made.

Overdues

June Renewals

Tractor Supply—Manager paid personally last year, corporate will not pay, he may be getting transferred, Stop by to see him, he still wants to be a member, but said it may take some time.

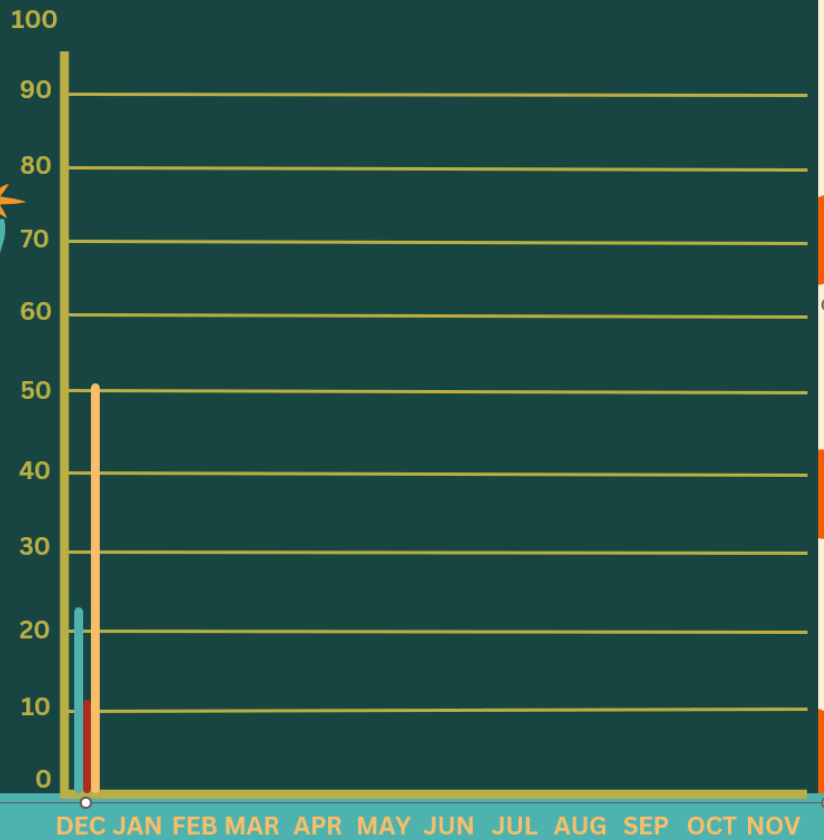
July Renewals

Andrea * Josh Cain—2 notices

Cayce Creations—2 Notices

WELCOME CENTER STATS *December 2024*

RESIDENTS ● 29
VISITORS ● 14
PHONE CALLS ● 63



Social Media Reach

FACEBOOK

- REACH: 169,600
- FOLLOWERS: 3,300
- LIKES: 2,300



INSTAGRAM

- REACH: 62,000
- FOLLOWERS: 456



WHAT'S
NEW!

Chilli returns to
help local merchants
get ready for
Christmas!



Light Up Trenton Festivities



Where we can be Found



YOUR PERFECT ESCAPE

Whether you're looking for a quiet retreat or a place to enjoy the outdoors, our cabins offer the perfect escape. Located in the heart of the mountains, these cabins provide a peaceful and scenic environment. Enjoy the view from the porch, relax in the hot tub, and enjoy the amenities. Book your stay today!

706.657.4488

Visit our Welcome Center on the Square
Trenton, GA

Taste of the South Magazine - Winter 2025 issue



GET COMFORTABLE WITH US!

Whether you're taking a hike in one of Georgia's most beautiful state parks, doing some shopping in our interesting boutiques and shops, enjoying some tasty comfort food in one of our great eateries or just enjoying a good book and relaxing in one of our unique and picturesque vacation rentals, Trenton-Dade is your DESTINATION. It's where you can get comfortable and enjoy a little downtime. Sometimes relaxation can be your ultimate adventure.

Adventure Into Dade!

SCAN FOR MORE

706.657.4488

Visit our Welcome Center on the Square
Trenton, GA

Light Up TRENTON

Holiday Celebration

DECEMBER 14TH: 6P

SHERIFF'S CHRISTMAS CROSSING
FUN FOR YOU OF ALL AGES
DECEMBER 14TH: 3-6

DECEMBER 21ST: 6P

LIVE WALK-THROUGH NATIVITY
VETERAN'S PARK, DOWNTOWN

706-657-4488
Trenton, GA

FOR MORE DETAILS
VISITDADEGA.COM

December Digital Boards - Chattanooga

Southern Lady Magazine - Winter 2025 issue

Where we can be Found



Our Mountain YOUR JOURNEY Relax!

Sometimes relaxation can be your ultimate adventure

Adventure Into Dade!

SCAN FOR MORE

VisitDadeGA.com 706.657.4488

Southbound Magazine - Winter 2025 issue

Southern Cast Iron Magazine - Nov-Dec 2024 issue

Whether you're getting apocas, learning to hang glide, taking a scenic drive down a winding mountain road, shopping in some wonderful boutiques, taking to a waterfall or savoring some farm-fresh cuisine, you'll discover what locals already know...

Dade County is so much fun that a weekend is never long enough!

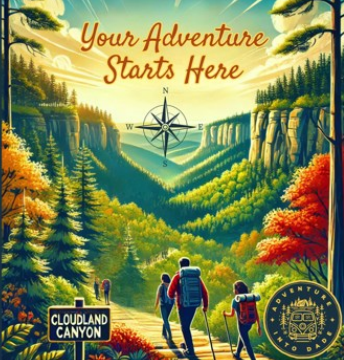
WANDERFUL DADE COUNTY

VisitDadeGA.com

Discover More

Trenton, GA

Your Adventure Starts Here



CLOUDLAND CANYON

Cityscope Magazine January Issue Relocation Guide



TRENTON-DADE SHARES ITS MAGIC

Whether you're looking for a quiet retreat or a place to enjoy the outdoors, our cabins offer the perfect escape. Located in the heart of the mountains, these cabins provide a peaceful and scenic environment. Enjoy the view from the porch, relax in the hot tub, and enjoy the amenities. Book your stay today!

706.657.4488

Visit our Welcome Center on the Square
Trenton, GA



Make Your Christmas Memories with Us!

Let the spirit of 'Light Up Trenton' get you in the holiday mood with our spectacular light display event! It's a special time when you can enjoy a live nativity performance and holiday music. Bring your holiday cheer with you and enjoy the view from the porch. Book your stay today!

706.657.4488

Trenton, GA

Influencer Kseniia Bilous Visit

Here are the analytics for the reels Kseniia Bilous (@the.travel.ksu) created:

- Cloudland Canyon State Park Reel: 5,790 views; 115 likes; 16 comments; 59 shares; 48 saves.
 - Alpaca Farm Reel: 18,618 views; 400 likes; 52 comments; 436 shares; 206 saves.
- Lookout Mountain Flight Park Reel: 5,466 views; 78 likes; 19 comments; 47 shares; 29 saves.
 - Cloudland Villas Reel: 6,012 views; 89 likes; 12 comments; 30 shares; 28 saves.
 - Dade County Itinerary Reel: 5,931 views; 82 likes; 10 comments; 34 shares; 33 saves.

Plus, all the reels are still gaining attention from the audience Kseniia mentioned she also provided all the videos above to Patricia to upload them to the Alliance for Dade's YouTube channel/

In January, she added two more reels, as the holiday rush winds down and the timing can be even more relevant. Here's what she did:

- A mood reel highlighting the brightest moments from the visit, with a list of places featured in the captions.
- A reel focused on the Flight Park, emphasizing its status as America's Largest Hang-Gliding School.

Snapshot of Success:
Total Impressions: 41,817
Total Engagement: 1,823
Total Ad Value: 87,280

Influencer Campaign Recap

I'm excited to share a total recap of our successful influencer campaign designed to showcase the unique offerings of Dade County, Georgia. The results speak to the power of authentic storytelling and strategic partnerships in connecting with travelers and potential visitors.

Total Influencer Visits:

- Kerry Murphy, @mainstreet.backroads
- Hope Maum, @hope.maum
- Alanna Paez, @periodicadventures
- Kseniia Bilous, @the.travel.ksu

These visits allowed influencers to capture the beauty, charm, and adventure of Dade County, sharing their experiences across multiple platforms. Their audiences responded enthusiastically, contributing to strong engagement and valuable exposure for the region.

Snapshot of Success:

- Total Impressions: 544,363
- Total Engagements: 27,804
- Total Ad Value: \$1,144,334

The positive reception and reach of this campaign demonstrate the continued opportunity to amplify Dade County's profile through curated influencer partnerships. We look forward to building on this momentum and driving further awareness and visitation in the months ahead.

We have also had other influencers reach out to us and post about our activities

- We have proofed the new 2025 Visitor Guide and it is at the printers. Should be delivered in a few weeks.
- We have been working on hopefully the final proof of the website design. If everything is done correctly, we should be able to go live soon.
- Hosting the Northwest Georgia Travel Association here at The Venue at Wildwood in December as a huge success. Association members are still talking about it.
- Staff is working on our move into the courthouse.

- We had another successful holiday season of activities, with Dade Expo Chilli the Chamber Elf Promotion and the many events as part of Light Up Trenton.
- We have had We had the UGA design team come to Trenton to give us an update on the work on the wayfinding signage. I will show some of their work at the upcoming meeting.
- I have distributed \$6,000 of the \$12,000 given to us by Georgia Power to the CTAE Classes for equipment and supplies needed to further workforce development efforts with the students.
- We have had the “Book” bike rack installed at the Library that was purchased for them through Hotel/Motel Tax funds.

ALLIANCE FOR DADE

2025 PROPOSED BUDGET

	2024 estimated	2025 PROPOSED BUDGET			TOTAL
		General Fund	TCT	TPD	
<u>INCOME</u>					
Investor Dues	38,140	45,000			45,000
Government Support	399,973	10,000	285,000	100,000	395,000
Grants	12,000			50,000	50,000
Other Income	7,094	57,000			57,000
Alliance Events	20,214	21,900			21,900
Alliance Merchandise	513	1,000			1,000
TOTAL INCOME	477,934	134,900	285,000	150,000	569,900
<u>EXPENSE</u>					
Salaries / Wages / Benefits	152,761	107,201	0	52,300	159,501
Facility	17,605	0	0	12,035	12,035
Administrative	87,514	9,360	6,380	1,500	17,240
Alliance Business Meetings & Projects	4,872	6,215	0	0	6,215
Alliance Events	52,420	0	61,640	0	61,640
Community Events	42,314	200	41,900	0	42,100
Marketing	211,542	300	164,620	100,000	264,920
Cornerstone Gallery & Gifts	8,664	0	750	0	750
Memberships & Professional Development	11,306	5,450	5,840	0	11,290
Other Expense	1,101	1,000	0	0	1,000
TOTAL EXPENSE	590,099	129,726	281,130	165,835	576,691
NET INCOME (LOSS)	-112,165	5,174	3,870	-15,835	-6,791