



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

TUESDAY, MARCH 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	✓
	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		✓
	Leisa Cagle		✓
	Mark Cagle		✓
Staff	Sandy White	President & CEO	✓
	Patricia Cloud	Welcome Center Manager	✓
Guests	Amelia Claire Anderson	Hawthorn Project	✓
	LG Wylie	Hawthorn Project	✓

CALL TO ORDER, INVOCATION, AND ROUTINE MOTIONS

Call to Order	George Williams, Chair at 6:02 pm
Invocation	Harry Abell
Pledge of Allegiance	Harry Abell
Introduction of Guests	
Motion to Approve Minutes from meeting held on January 21, 2025	Motion by: Leisa Cagle Second by: Dena Abell Vote: Unanimous approval
Motion to Accept Financial Report	Motion by: Kathleen Reed Second by: Leisa Cagle Vote: Unanimous approval

HAWTHORN PROJECT PRESENTATION – Amelia Claire Anderson & LG Wylie

UGA Fanning Institute Leadership – Youth Lead. Amelia and LG received \$2400 in grant money for their project to help the youth in Dade County after graduation. They have partnered with the Alliance for Dade. They propose that the Alliance help screen mentors and judge essays. Applicants would be chosen in their Junior Year of High School. They want to focus on 1-2 students for this program in the beginning.

The Hawthorn Project plans to have a fundraising dinner on March 30, 2025 at 7pm.

Motion was made to add this to the agenda and vote to have as many board members help facilitate the Hawthorn Project and have William Back as General Counsel to help set up the project as a 501(c)(3) made by Jane Dixon.

Second by Marcy Williams

Vote: Unanimous approval

TREASURER'S REPORT – Marcy Williams

IRS Form 990 for 2024 was presented by Marcy Williams

Motion to Approve made by Harry Abell

Second by Mark Cagle

Vote: Unanimous Approval

PRESIDENT'S REPORT – Sandy White

See President's Report, attached.

TEAM REPORTS

Governance Team – Josh Ingle asked Patricia Cloud to send out a message to determine who would be interested in Officer positions. He announced that George Williams was interested in being Chair, Jane Dixon, Vice Chair, Marcy Williams, Treasurer and Harry Abell, Secretary and submitted those names for nomination. Officers will be elected at the May 2025 meeting.

Workforce Development Team: Update on the Forklift training class presented by Hans Pfunder. 2 people attended. Hans recommended continuing the training every other month. Carey Anderson recommended that we offer recertification every 3 years. Hans was also going to look at other classes to be offered. One such class is Fire Safety and First Aid training.

Tourism Funding Team: Nothing to report

Dade Expo Team: Jane Dixon reported on December 2024 event evaluations. Next meeting in April.

Public Arts Team: The team has decided to change the name of the Plum Nelly Depot Art Show to Two Mountains Fine Art Show. This will remain an invitation only show.

UNFINISHED BUSINESS

Current and New Teams:

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

Governance: George Williams, Chair, Josh Ingle, William Back, Marcy Williams and Leisa Cagle

Workforce Development: Hans Pfunder, Sandy White, Harry Abell, George Williams and Kathleen Reed.

Wayfinding Signage: George Williams, Jane Dixon, William Back, Sandy White

Public Arts: Sue Gridley, William Back, Carey Fauscett-Anderson, Marcy Williams, Jayne Jarrett James, Bonnie Cayce, Toni Gwaltney, Kristy Smith

Dade Expo Jolly Holiday Market: Jane Dixon, Mark Cagle, Dena Abell, Hans Pfunder, Harry Abell, Sandy White, Patricia Cloud, Darlene Carlson, George Williams, Marcy Williams

Destination Dade Travel & Tourism Trade Show (new):Sandy White, Patricia Cloud, George Williams, Jane Dixon, Dena Abell, Kathleen Reed

Chamber Family Mingle (new): Dena Abell, Sandy White, Patricia Cloud

Autumn Splendor Decorating Spectacular (new): Dena Abell, Stacey Prater, Sandy White, Patricia Cloud

Hawthorn Project: George Williams, Marcy Williams, Leisa Cagle, Jane Dixon

Bylaws. Reviewed and Approved amended and restated Bylaws, including Addendum 1, which defines the Standing Teams.

Motion to approve made by Marcy Williams

Second by Carey Fauscett-Anderson

Vote: Unanimous Approval

NEW BUSINESS

George Williams: proposed Mission Statement, “To enhance Business, Tourism, and Community” to be considered at the May meeting.

Strategic Objectives to be addressed in future meetings.

Sandy White to make presentation regarding community wide signage at the Intergovernmental Meeting on March 27, 2025.

OPEN FLOOR

ADJOURNMENT AND ADMINISTRATIVE

Motion to Adjourn at 7:19 pm	Motion by Josh Ingle Second by Kathleen Reed Vote: Unanimous approval
Next Regular Meeting	Tuesday, May 6 , 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

Note: These Minutes are unofficial until approved by the Board



Alliance for Dade, Inc.
Balance Sheet
as of 03/15/2025

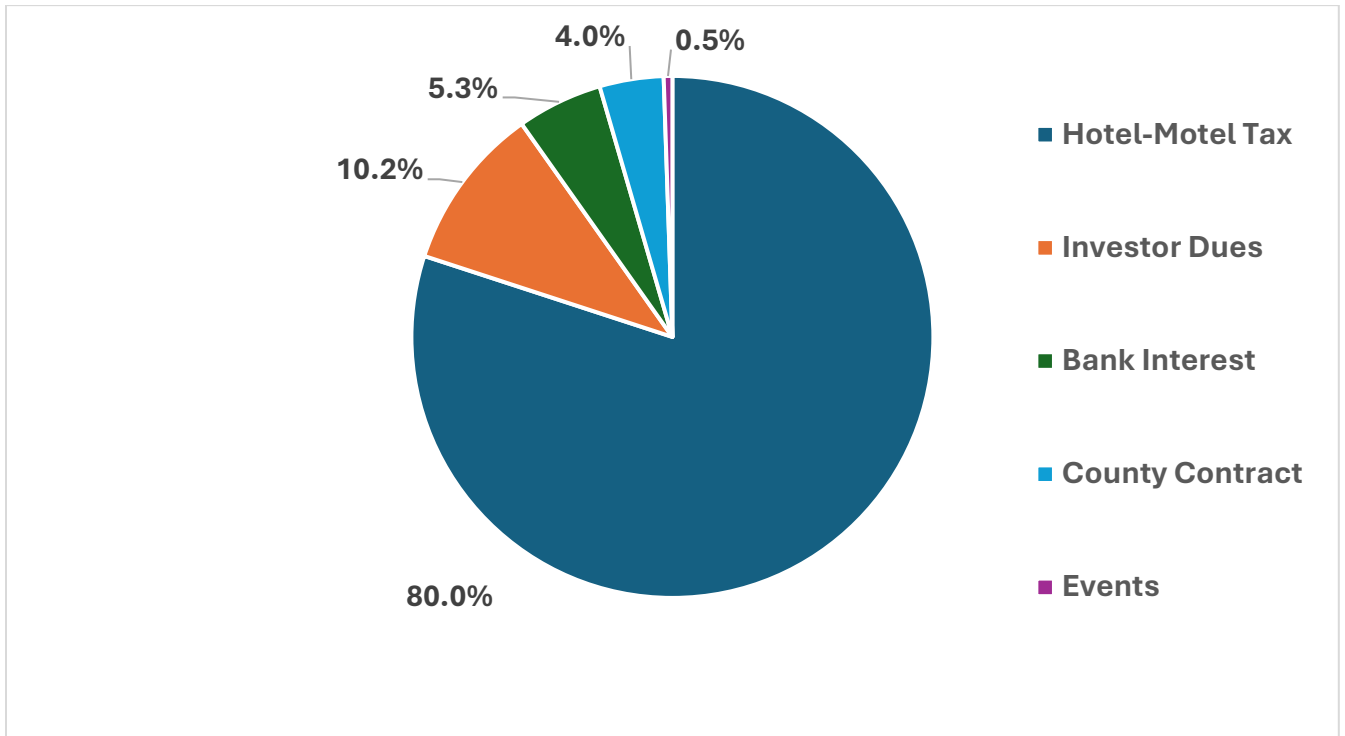
Account Number	Account Name	Amount
Assets		
Current Assets		
1000	CBT - Checking	\$118,043.12
1005	Bank of Dade - Checking	\$7,725.40
1007	Live Oak - Business Savings	\$150,973.72
1011	Live Oak - CD 1769	\$55,208.02
1013	Live Oak - CD 8911	\$55,000.00
1020	Petty Cash	\$50.00
1030	UGA Leadership Grant (restricted)	\$2,400.00
Total Current Assets		\$389,400.26
Total Assets		\$389,400.26
Liabilities		
Total Liabilities		\$0.00
Equity		
Unrestricted Net Assets		
3000	General Fund - Fund Balance	\$74,272.47
Total Unrestricted Net Assets		\$74,272.47
Restricted Net Assets		
3150	TCT (RVIC) - Fund Balance	\$318,033.91
3175	TPD (DMO) - Fund Balance	\$-5,306.12
3176	Designated Special Fund - Fund Balance	\$2,400.00
Total Restricted Net Assets		\$315,127.79
Total Equity		\$389,400.26
Total Liabilities + Total Equity		\$389,400.26



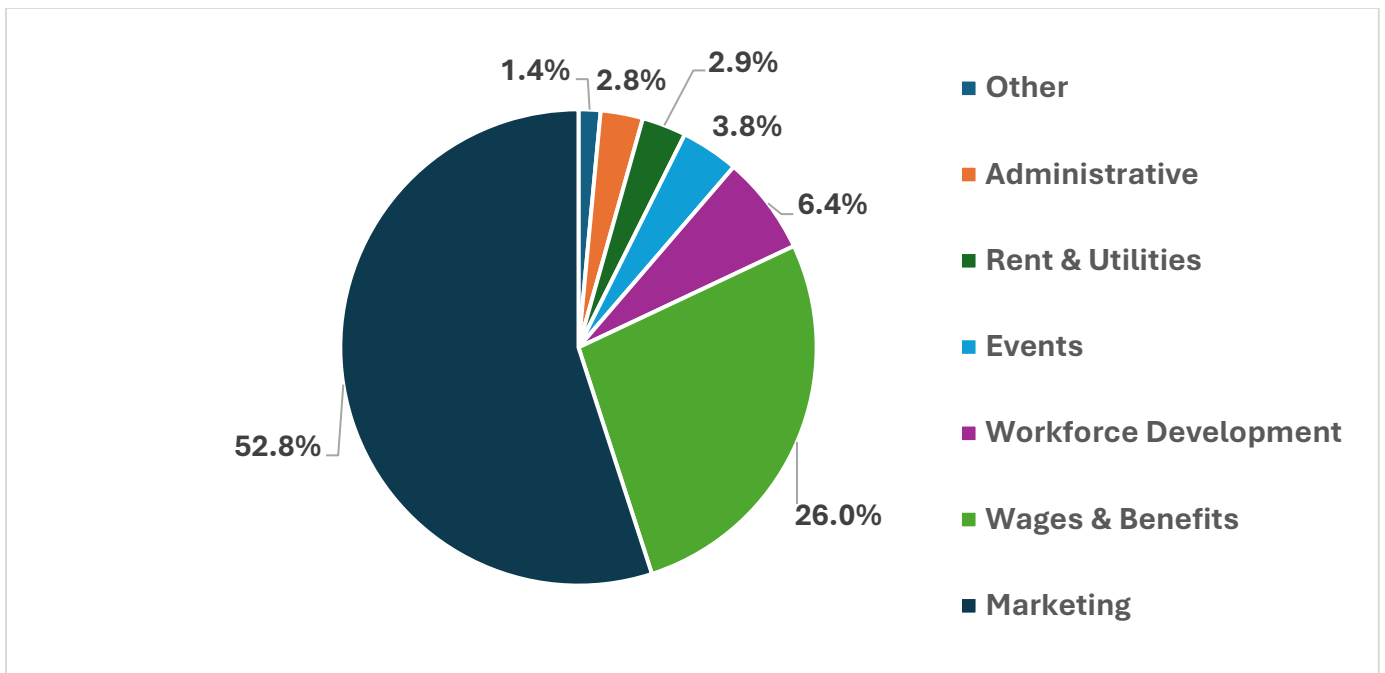
Alliance for Dade, Inc.
Income Statement
for the period of 01/01/2025 to 03/15/2025

Account Number	Account Name	Amount	Annual Budget
Income			
4100	Investor Dues	\$4,280.00	\$45,000.00
4150	TCT (RVIC)	\$25,636.92	\$285,000.00
4175	TPD (DMO)	\$8,010.56	\$100,000.00
4180	Dade County contract	\$1,666.66	\$10,000.00
4300	Bank Account Interest	\$2,228.61	\$7,000.00
4500	Miscellaneous Income	\$50,023.80	\$50,000.00
4810	Workforce Development Training Registrations	\$225.00	\$0.00
4625	Alliance Merchandise	\$40.00	\$1,000.00
Total Income		\$92,111.55	\$568,900.00
Expense			
5000	Employee Wages	\$22,542.79	\$134,534.00
5006	Employer Payroll Taxes	\$1,941.65	\$10,292.00
5008	Health Reimbursement Account	\$1,698.30	\$10,167.00
5009	Retirement Plan	\$746.20	\$4,508.00
5100	Rent	\$2,050.00	\$10,400.00
5120	Utilities	\$629.80	\$600.00
5130	Telephone & Internet	\$418.70	\$1,035.00
5200	Bank Charges	\$17.00	\$70.00
5220	Credit Card Processing Fees	\$46.86	\$1,500.00
5225	Credit Card Rewards	(\$6.96)	(\$150.00)
5230	Office Supplies	\$870.99	\$2,000.00
5231	Office Furnishings	\$404.59	\$500.00
5233	Postage & PO Box	\$732.31	\$1,680.00
5240	Professional Fees	\$2,857.15	\$0.00
5270	Accounting & Management Software	\$4,768.33	\$7,380.00
5275	Benefits Administrative Fees	\$1,101.00	\$1,785.00
5277	New Employee Expenses	\$45.00	\$0.00
5280	Gov't Filing & Registration Fees	\$35.00	\$240.00
5290	Insurance	\$69.42	\$1,735.00
5406	Workforce Development - Job / Career Fairs	\$156.00	\$615.00
5408	Workforce Development - Trainings & Meetings	\$6,750.00	\$0.00
5500	Alliance Events	\$3,325.93	\$61,640.00
6000	Community Events	\$726.00	\$41,100.00
5310	Print Advertising	\$36,330.00	\$57,800.00
5320	Signage	\$4,620.00	\$600.00
5340	SWAG & Prizes	\$486.85	\$8,000.00
5350	Alliance Website	\$1,109.00	\$5,000.00
5360	TV / Radio	\$6,039.00	\$42,550.00
5365	Billboards	\$2,580.00	\$28,670.00
5370	Social / Digital Media	\$1,368.69	\$12,000.00
5380	Social Media Influencers/Travel Writers	\$1,316.00	\$5,000.00
5075	Membership Dues / Subscriptions	\$373.73	\$2,480.00
5080	Professional Development	\$1,148.46	\$8,810.00
5800	Gifts - Donations - Memorials	\$10.68	\$1,000.00
Total Expense		\$107,308.47	\$575,691.00
Net Income (Loss)		(\$15,196.92)	(\$6,791.00)

INCOME YEAR-TO-DATE 3/15/2025



EXPENSES YEAR-TO-DATE 3/15/2025





PRESIDENT'S REPORT

ALLIANCE FOR DADE BOARD MEETING

March 18, 2025

Investor Report As of March 11, 2025 – 175 total investors: **New Investor (2):** Covenant View Camp Retreat, Lula Lake Farmer's Market **Renewals(13):** Trenton-Dade Optimist Club, ZA Brew, Wasawillow Farm, Stacey Prater, Sex Assault Victim's Advocacy Center, Berkshire Hathaway Realty, Cayce Creations, IDA, CB&T Bank, Shearly Unique Dog Grooming, Vic's Wine & Spirits, Hope House Café and Corner Coffee **Dropped (1):** Tractor Supply.

Overdues

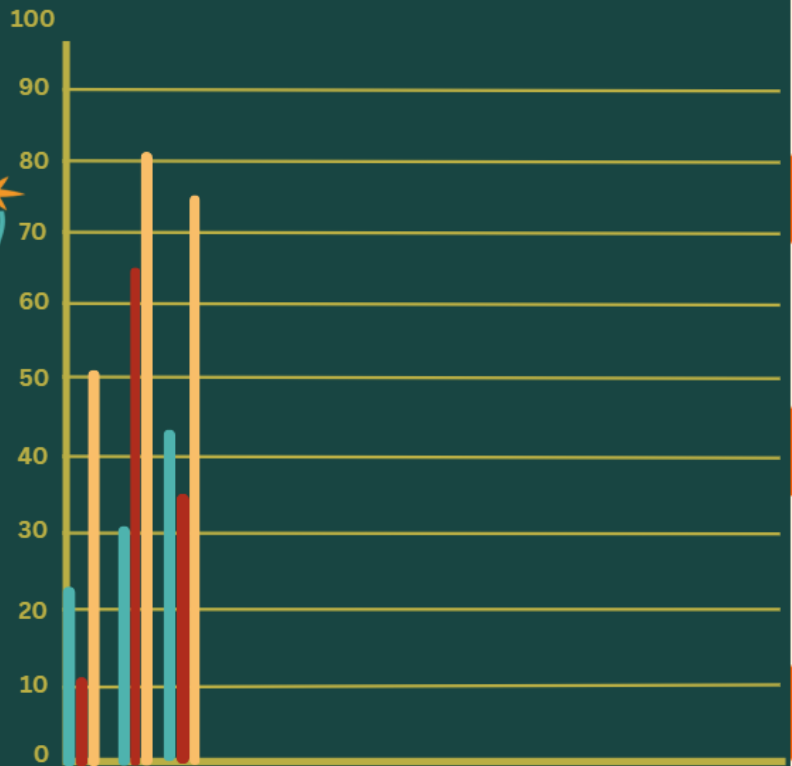
July Renewals

Andrea * Josh Cain—2 notices

- The new 2025 Visitor Guide has been delivered and is being distributed.
- We moved supplies and equipment over the month of February. We have now completely moved into the courthouse and are settling in. We hope to have the Gallery and gift shop open by April 1.
- I attended the Georgia Convention and Visitor Bureau Conference in Gwinnett County in February. Trish and I also attended our monthly Northwest Georgia Travel Association meeting in Cartersville as well.
- We had another successful “virtual Valentines” promotion again this year. We shortened the time to send the valentine, because we were overwhelmed last year, but even at that we still had 139 valentines to deliver.
- We had a successful ribbon cutting for Canyon Grill. The reopening was a huge success, with a large attendance. Thank you to everyone who could attend.
- Met with the county and Lori Carter of Lula Lake Farmer's Market Inc. about starting a farmers market in Veteran's Square in 2025.

WELCOME CENTER STATS *February 2025*

RESIDENTS ● 43
VISITORS ● 34
PHONE CALLS ● 75



DEC JAN FEB MAR APR MAY JUN JUL AUG SEP OCT NOV



Social Media Reach

FACEBOOK

- REACH: 298,800
- FOLLOWERS: 3,366
- PAGE VIEWS: 273,215

INSTAGRAM

- REACH: 92,522
- FOLLOWERS: 481



WHERE WE ARE SEEN & HEARD



Pick Your Own Adventure!

Immerse yourself in the charm of rural farm life, where time slows and nature shines. Stroll through rows of U-Pick fruits and flowers, breathe in fresh country air, and fill your basket with the freshest produce and vibrant blooms. Meet friendly animals, hear inspiring stories from family farmers, and enjoy the land's bounty, including herbal teas and tinctures to calm the mind and spirit. Whether for hands-on fun or a peaceful escape, our U-picks and farms offer a chance to reconnect with the land, support local agriculture, and create cherished memories.

VisitDadeGA.com   



MORE INFO



Dade County FARM TASTER

Day 1:

Day 2:

Georgia Great Places Spring Ad

Stay with us
TRENTON-DADE GEORGIA
706.657.4488
VisitDadeGA.com

Our Mountain JOURNEY Relax!

Sometimes relaxation can be your ultimate adventure



Moccasin Bend Billboard

WE WERE ALL BORN EXPLORERS

EXPLORE DADE



Your Adventure Starts Here



VisitDadeGA.com

Cummings Hwy Billboard

NEW ADVENTURE INTO DADE LOGO



WELCOME CENTER



CHAMBER OF COMMERCE



VisitDadeGA.com



NEW WELCOME CENTER SIGNAGE (BANNER)

- The Career Fair Committee is meeting to plan the Career Fair which is scheduled for April 16th.
- We are continuing to work with the UGA design team on the wayfinding signage. A presentation will be made at the City –County Joint meeting at the end of March.
- I have partnered with the Walker County Chamber Director on a proposal to host “Winter Chautauqua in March of 2026, to be held at the Cloudland Hotel at McLemore Resort. We won the bid. As part of the event we will host a “taste of night” promoting food and art from both counties.
- I am working with Canyon Grill, Café 136 and Lookout Mountain Pizza, to organize a visit with Chattanooga travel writer Anne Braley in March. Anne requested a meeting with each restaurant at the same time she was visiting McLemore Resort.
- Patricia and I attended Tourism Day at the Capitol earlier in the month and Winter Chautauqua Tourism Conference at Lake Lanier last week. We also visited Harris Arts Center along with board member Dena Abell to discuss our new fundraiser “Autumn Splendor Decorating Spectacular”. Our event will be similar to their Christmas and Spring events.