

Alliance for Dade

BOARD MEETING MINUTES

MEETING DATE	MEETING TYPE	MEETING LOCATION	QUORUM?
November 28, 2023	Regular	Commission Room	Yes

PERSONS IN ATTENDANCE			
BOARD DIRECTORS AND OFFICERS	Name	Officer	Present
	George Williams	Chair	Yes – in person
	Kathleen Reed	Immediate Past Chair	Yes – in person
	Jane Dixon	Vice Chair	Yes – in person
	Stacey Prater		Yes - Electronically
	Harry Abell		No
	Marcy Williams	Treasurer	Yes – in person
	Dena Abell		Yes – in person
	Dorinda Moon		No
	Charity Barton		No
	Carey Fauscett-Anderson		Yes – in person
	John Rollins		No
	Heath Cloud		Yes – in person
	William Back	Secretary	Yes – in person
STAFF, COMMITTEE MEMBERS	Sandy White	President & CEO	Yes – in person
	Trish Cloud	Welcome Center Mgr.	Yes – in person
GUESTS	Name	Organization	

CALL TO ORDER, INVOCATION, AND ROUTINE MOTIONS	
Call to Order	by George Williams, Chair, at 6:01 p.m.
Invocation	Kathleen Reed
Pledge of Allegiance	George Williams
MOTION to Amend Agenda.	N/A
MOTION to Approve Agenda (as amended, if applicable).	Moved by William Back Seconded by Marcy Williams Vote: Unanimous approval
MOTION to approve Minutes from meeting held on October 31, 2023.	Moved by Jane Dixon Seconded by Marcy Williams Vote: Unanimous approval

TREASURER'S REPORT

The Treasurer reviewed the financial condition of the Alliance, as of 11-28-2023.

The City and County are up-to-date on tax remittances.

All booths for the upcoming Dade Expo have been sold.

MOTION to Approve financial reports as of 11-28-2023.

Moved by Heath Cloud

Seconded by William Back

Vote: Unanimous approval

PRESIDENT'S REPORT

See attached Report from the President, Sandy White.

Note that we now have 134 Investors.

Introducing "Chilli" – a tourism promotion program focusing on children.

Upcoming meeting with Covenant College.

COMMITTEE REPORTS

Public Arts Committee

No activity since last report.

Tourism Committee

The Univ of Georgia is developing a wayfinding signage program for us; results due in January, 2024.

Carey Anderson reports many very positive remarks regarding the new Dade County tourism brochure.

Heath: Citizens Bank is promoting public events on its electronic sign on Main Street.

Dade Expo

Jane Dixon: All ready for 12-2-23 Dade Expo, volunteers lined up.

Carey Anderson: We are working with the high school to get more student volunteers; thus far, Beta Club isn't as responsive as they might be. We should consider an enhanced cash contribution for volunteer work. Thus far, we have --

17 student volunteers for Friday evening

10 student volunteers for Saturday daytime

15 student volunteers for Saturday evening

Chair: Have we recruited linemen?

Hope House is providing music.

Jane Dixon: We should greet vendors as they enter, make them feel especially welcome.

Carey Anderson: T-shirt update.

Trish Cloud: Georgia Rep. Mike Cameron will be a volunteer.

Jane: Headbands will be available to identify Alliance Board Members.

Marcy: Make sure we have volunteers to staff Alliance booth.

Jane: Dena Abell has food covered – coffee & doughnut cart + donations.

Dena: Consider festival.net next year to provide "swag."

OLD BUSINESS

Discussion of dues structure.

William Back: Followup regarding Director term limits (Article III) and limitations on political activity by Board Members (Article VII).

MOTION to Approve proposed amendments to Bylaws Article III as furnished to Board Members.

Moved by Heath Cloud

Seconded by Marcy Williams

Vote: Unanimous approval

MOTION to Approve proposed amendments to Bylaws Article VII as furnished to Board Members.

Moved by Heath Cloud

Seconded by Jane Dixon

Vote: Unanimous approval

Board William Back: followup discussion regarding the need to make Alliance Bylaws more flexible, and thus proposing to add a new paragraph (7) to Bylaws Article III to provide something along these lines: "The Directors shall have authority to modify any provision of these Bylaws whenever extraordinary circumstances arise, taking into consideration the Mission of the Alliance and the benefit to Dade County."

Alliance Board of Directors. Jane: We need to nurture more young people.

NEW BUSINESS

Chair: Beginning with the February, 2024 Directors' meeting, we will discontinue the "Zoom" feature, because of the lowered medical risk of meeting in person and because we do better with in-person interaction at meetings. No change to any Bylaws provision allowing electronic participation by speaker phone.

We are considering options for generating interest on program funds. Looking at local banks as well as Tennessee Valley Federal Credit Union.

Sandy: Introducing "Proposed Investor Benefits 2024."

MOTION to Adopt "Proposed Investor Benefits 2024" as the calendar 2024 fee structure.

Moved by Heath Cloud

Seconded by Jane Dixon

Vote: William Back abstaining; all other votes in favor; Motion passed.

Sandy: Proposing Board Retreat, time and place tbd.

MOTION to convene Board Retreat in January or February, 2024.

Moved by Heath Cloud

Seconded by Jane Dixon

Vote: Unanimous approval

Chair: 7th Annual Idea Leap Grant by Tenn. Valley Federal Credit Union. \$225,000 in grants to local small businesses in 2024, including those located in NW Georgia. Deadline to apply: 12-18-23. TV FCU plans to open a branch in Trenton's Food City. We should promote this grant program with Dade County businesses.

OPEN FLOOR

Dade Expo Volunteers. Carey: Local sports teams have more expenses these days, especially for travel to regional sports events. Proposing enhanced contributions in respect of student volunteers and non-student organizations.

MOTION to budget \$300 to be distributed to volunteer groups at the discretion of Carey Anderson.

Moved by Heath Cloud

Seconded by Kathleen Reed

Vote: Unanimous approval

EXECUTIVE SESSION

No executive session convened.

POST-EXECUTIVE SESSION ACTION

Not Applicable

ADJOURNMENT AND NEXT MEETING	
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Motion to Adjourn	Moved by Heath Cloud Seconded by Kathleen Reed Vote: Unanimous approval
Next regular meeting	Tuesday, January 9, 2024, at 6:00 p.m., Dade County Commission Room and Zoom videoconference

ADMINISTRATIVE	
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Attachments	<ul style="list-style-type: none">• President's Report• Financial reports as of 11-28-2023
Submitted by	William A. Back, Secretary Note: These Minutes are unofficial until approved by the Board.



Alliance for Dade, Inc.
Balance Sheet
as of 11/28/2023

Account Number	Account Name	Amount
Assets		
Current Assets		
1000	CBT - Checking	\$306,900.70
1005	Bank of Dade - checking	\$114,974.43
1008	Farm Bureau CD - 3000406656	\$56,535.76
1020	Petty Cash	\$50.00
Total Current Assets		\$478,460.89
Total Assets		\$478,460.89
Liabilities		
Total Liabilities		\$0.00
Equity		
Unrestricted Net Assets		
3000	General Fund - Fund Balance	\$59,717.38
Total Unrestricted Net Assets		\$59,717.38
Restricted Net Assets		
3150	TCT (RVIC) - Fund Balance	\$369,370.26
3175	TPD (DMO) - Fund Balance	\$49,373.25
Total Restricted Net Assets		\$418,743.51
Total Equity		\$478,460.89
Total Liabilities + Total Equity		\$478,460.89



Alliance for Dade, Inc.
Income Statement
for the period of 01/01/2023 to 11/28/2023

Account Number	Account Name	Amount
Income		
Investor Payments		
4100	Investor Dues	\$27,750.00
Total Investor Payments		\$27,750.00
Government Support		
4150	TCT (RVIC)	\$242,193.46
4175	TPD (DMO)	\$112,734.46
4180	Dade County contract	\$9,166.63
Total Government Support		\$364,094.55
Other Income		
4300	Bank Account Interest	\$1,595.08
4600	Donations - Cash	\$30.00
Total Other Income		\$1,625.08
Events		
4710	Lunch & Learn	\$1,003.00
4711	Lunch & Learn - sponsorships & donations	\$500.00
Total for 4710 - Lunch & Learn		\$1,503.00
4720	EXPO - exhibitor registrations	\$3,600.00
4721	EXPO - sponsorships & donations	\$700.00
Total for 4720 - EXPO - exhibitor registrations		\$4,300.00
4730	Job/Career Fairs	\$650.00
4760	Plum Nelly Depot Art Show	\$2,410.00
4761	Plum Nelly Depot - sponsorships & donations	\$59.00
Total for 4760 - Plum Nelly Depot Art Show		\$2,469.00
Total Events		\$8,922.00
Gift Shop		
4625	Alliance Merchandise	\$768.00
4630	Gallery Donations	\$4.00
Total Gift Shop		\$772.00
Total Income		\$403,163.63
Expense		
Salaries / Wages / Benefits		
5000	Employee Wages	\$83,879.00
5006	Employer Payroll Taxes	\$7,146.46

Account Number	Account Name	Amount
5008	Health Reimbursement Account	\$9,837.52
5009	Retirement Plan	\$1,664.15
5050	Contractor Services	\$2,137.50
5052	Intern Stipend	\$1,125.00
Total Salaries / Wages / Benefits		\$105,789.63
Facility		
5100	Rent	\$11,275.00
5120	Utilities	\$2,734.92
5130	Telephone & Internet	\$1,850.13
Total Facility		\$15,860.05
Administrative		
5200	Bank Charges	\$13.90
5220	Credit Card Processing Fees	\$482.47
5225	Credit Card Rewards	\$-389.50
5230	Office Supplies	\$3,155.00
5231	Office Furnishings	\$587.36
5232	Technology - hardware	\$2,012.33
5233	Postage & PO Box	\$765.37
5270	Accounting & Management Software	\$8,566.35
5275	Benefits Administrative Fees	\$2,100.00
5277	New Employee Expenses	\$241.00
5280	Gov't Filing & Registration Fees	\$229.90
5290	Insurance	\$0.00
5015	Workers' Comp Insurance	\$398.71
5292	General Liability	\$377.00
5294	D&O and EPLI	\$712.00
Total for 5290 - Insurance		\$1,487.71
Total Administrative		\$19,251.89
Alliance Business Meetings & Projects		
5400	Board/Staff Meetings & Events	\$1,150.12
5402	Ribbon Cutting	\$33.80
5404	Lunch & Learn	\$1,164.21
5406	Job/Career Fairs	\$1,218.00
Total Alliance Business Meetings & Projects		\$3,566.13
Events		
5500	Alliance Events	\$0.00
5502	DADE EXPO	\$3,700.14
5504	Light Up Trenton	\$381.18
5506	Plum Nelly Depot Art Show	\$6,569.37
5508	Antique Alley	\$115.74
5510	Tourism Promotion Displays	\$3,345.45
Total for 5500 - Alliance Events		\$14,111.88
6000	Community Events	\$0.00
6001	Smoke on the Square	\$3,069.61

Account Number	Account Name	Amount
6002	Rising Fawn Art Studio Tour	\$847.44
6003	1945 Dade County Fair	\$7,359.02
6004	New Salem Mountain Festival	\$3,687.68
6007	Cloudland Canyon State Park	\$1,118.04
6008	Optimist Golf Tournament	\$692.94
Total for 6000 - Community Events		\$16,774.73
Total Events		\$30,886.61
Marketing		
5310	Print Advertising	\$19,246.00
5320	Signage	\$1,119.78
5325	Wayfinding Signage	\$3,531.20
5330	Printed Marketing Materials	\$30,849.45
5340	SWAG & Prizes	\$989.16
5350	Alliance Website	\$5,106.97
5360	TV / Radio / Billboards	\$3,049.00
5370	Social / Digital Media	\$5,343.87
Total Marketing		\$69,235.43
Gift Shop		
5700	Gallery consignment merchandise	\$80.00
5720	Alliance Merchandise	\$3,657.21
Total Gift Shop		\$3,737.21
Memberships & Professional Development		
5075	Membership Dues / Subscriptions	\$1,850.57
5080	Professional Development	\$3,191.23
5082	Mileage & Parking	\$3,812.35
5083	Lodging	\$2,298.19
5084	Meals	\$557.72
Total for 5080 - Professional Development		\$9,859.49
Total Memberships & Professional Development		\$11,710.06
Other Expense		
5800	Gifts - Donations - Memorials	\$775.26
Total Other Expense		\$775.26
Total Expense		\$260,812.27
Net Income (Loss)		\$142,351.36



PRESIDENT'S REPORT

ALLIANCE FOR DADE BOARD MEETING

NOVEMBER 28, 2023

Investor Report As of 11/28/23 - 134 current investors. Talley Construction, Corner Coffee, Mostellar's Towing, Covenant College, & Peace Love Bling are late. New members since last report: Trenton Family Dentistry, Thierry Flamant. Since last report renewals are Blooms & Stitches, Lawson Medical, and Dade County Farm Bureau.

1. Welcome Center Visitors in October (local - 39, visitors - 97, phone calls - 25).
2. Our Southern Living Ad which came out in October has received over 700 leads from the reader response card. These potential visitors have requested additional information and have been sent our new visitor guide. Our ads are now out in the Cloudland Canyon State Park map, the Holiday Travel Park map in Chattanooga & the Battlefield Campground RV Park map in Ringgold. We have just placed an ad in the Trenton Golf Club Course Guide, this ad will be in the guide for 2 years as will get in the hands of approximately 100,000 golfers.
3. Facebook numbers: Reach for last 90 days 45,500. We are up to 1161 followers and 777-page likes. We are at 161 for Instagram followers with a reach of 1800 in the last 30 days. Trish has also been twitting events on twitter, so we now have 38 followers on Twitter.
4. We had a good turnout for the Lunch & Learn held on November 9th. There were 33 registered for this event.
5. Channel 3's – 3 Plus You segments on Dade County will air in the following Months. So far everyone has been pleased with the segments that have aired so far. Two more to go.

Trenton-Dade Welcome Center - November 27th

History of Dade – December between Christmas and New Years