

## Alliance for Dade

### BOARD MEETING MINUTES

MEETING DATE	MEETING TYPE	MEETING LOCATION	QUORUM?
June 13, 2023	Regular	Dade County Commission Meeting 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		Yes – in person
	Marcy Williams	Treasurer	Yes – in person
	Dena Abell		Yes – in person
	Dorinda Moon		No
	Charity Barton		Yes - in person
	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	
	None		

CALL TO ORDER, INVOCATION, AND ROUTINE MOTIONS	
Call to Order	by George Williams, Chair, at 6:01 p.m.
Invocation	Harry Abell
MOTION to Amend Agenda.	N/A
MOTION to Approve Agenda	Moved by Charity Barton Seconded by Harry Abell Vote: Unanimous approval
MOTION to approve Minutes from meeting held on May 9, 2023.	Moved by Marcy Williams Seconded by Carey Anderson Vote: Unanimous approval

Agenda is deemed to include a discussion of Strategic Planning.

#### **TREASURER'S REPORT**

- Marcy Williams explained application of revenue from the Hotel-Motel Tax.
- The Treasurer presented a summary of the May 31, 2023 financials.

MOTION to Approve financial reports as of May 31, 2023.

Moved by Stacey Prater

Seconded by Carey Anderson

Vote: Unanimous approval

#### **PRESIDENT'S REPORT**

- See attached Report from the President.
- Note that the Alliance now has 104 investors.
- Sandy and staff have developed souvenir packets for GEFA attendees coming to Trenton this week.

#### **COMMITTEE REPORTS**

##### **Public Arts Committee**

Deferred to next month's regular meeting.

##### **Tourism Committee**

Deferred to next month's regular meeting.

##### **Dade Expo**

Deferred to next month's regular meeting.

#### **OLD BUSINESS**

None

<b>NEW BUSINESS</b>
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**Rising Fawn Studio Tour**

MOTION to support the Rising Fawn Studio Tour, as an annual tourism promotion event, at a cost of \$2,200; the Alliance pays advertising/promotional vendors directly on behalf of the "Rising Fawn Studio Group," a non-profit organization.

Moved by Marcy Williams  
 Seconded by Jane Dixon  
 Vote: Unanimous approval

<b>OPEN FLOOR</b>
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- Light Up Trenton status report. Nothing new this month.
- Carey Anderson reports that the IDA and Sheriff web site launch on June 26, 2023. She suggests that the Alliance join the County's web site.
- Discussion of Strategic Planning, first phase. Additional discussions to follow.

<b>EXECUTIVE SESSION</b>
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N/A

<b>ADJOURNMENT AND NEXT MEETING</b>	
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Motion to Adjourn	Moved by Charity Barton Seconded by Marcy Williams Vote: Unanimous approval
Next regular meeting	Tuesday, July 11, 2023, at 6:00 p.m. Dade County Commission Meeting Room and Zoom videoconference  The Board will continue the Strategic Planning discussion in a special called meeting on June 20, 2023.

<b>ADMINISTRATIVE</b>	
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Attachments	<ul style="list-style-type: none"> <li>• President's Report</li> <li>• Request for Tourism Promotion Funding</li> </ul>
Submitted by	William A. Back, Secretary. Note: These Minutes are unofficial until approved by the Board.





## PRESIDENT'S REPORT

ALLIANCE FOR DADE BOARD MEETING

JUNE 13, 2023

Investor Report As of 6/13/23 - 106 current investors, with 10 renewals still unpaid. Reminder of May new members: JB's Variety, Day Inns, Rosie Mae's Alpaca Farm, Trenton Golf Club/1945 Bar & Grill. New members so far for June: Bottom Dollar Tool, Lookout Mountain Pottery and Tractor Supply (waiting on payment). Renewals for May were Trenton Telephone, Small Town Nutrition and McBride's Bookstore.

1. Investor and Potential Investor Visits & Contacts for May 10<sup>th</sup> - June 13<sup>th</sup>  
Gave an investment packet to Canyon Quick Stop, Café 136, Millie's Caffeinated Creamery and Sons of the Confederate Veterans also am talking to Hawah Life, LLC Cyber Security & IT Services, they should be joining soon.
2. Welcome Center Visitors in May (local - 22, visitors - 57, phone calls - 39).
3. A new ad in the Discover Georgia Outdoors Guide & App is completed. Started Facebooks ads. We currently have produced two ads on Facebook, one that tested our exposure as the Alliance For Dade. We ran it for 14 days and reached 2411 with 23 clicks, our post engagement was 587 and 564 played our 3-second video. The second ad was an ad about the attractions in the community and is still running currently for 18 days so far. We have reached 7125 so far with 66 clicks, our post engagement is 1124 so far and 1052 played our 3-second video currently.
4. Facebook numbers: Last October we were at: 3,500 in number of people reached with our posts, now we are currently at 21,724. We have gained 790 followers and 590-page likes. We are currently up to 7626 in number of reactions, comments, shares, and clicks on our posts.
5. Trish has created sample itineraries and postcards to give to visitors and they have been well received.

6. Thank you, Mia Burnfin and Trenten Pressing for participating in our "Be a Tourism in your own Hometown" Photo Contest!
7. Channel 3's – 3 Plus You will be filming in Dade County on July 17<sup>th</sup>. They will be conducting interviews for 6 segments to air over several months on Dade County attractions and events. This is part of our advertising initiative to promote Dade County.
8. Patricia and I continue to work with 365 Marketing to produce a new visitor guide, 365 was the company that produced our tourist map. We are hoping to have the completed 32-page guide by the end of the month.

Mark your calendars:

Plum Nelly Committee meeting – June 26<sup>th</sup>, Hope House 12-2PM

Holiday Expo Committee meeting – June 30<sup>th</sup>, 11AM-12PM

1945 Fair – July 4<sup>th</sup>, 12PM until – Jenkins Park





## REQUEST FOR TOURISM PROMOTION FUNDING

Organization	Dade County artists
Event	Rising Fawn Studio Tour
	December 9 & 10, 2023
	Lookout Mountain – several locations
Contact Name	Claire Vassort
Contact Email	<a href="mailto:clairevassort@yahoo.com">clairevassort@yahoo.com</a>
Contact Phone	423.243.7699

### Promotional Funds requested:

Yard Signs, riders, stakes, pins (20)	\$500
WUTC spots (25)	\$625
Brochures	\$200
Flyers	\$175
Lookout Mountain Mirror ads (2)	\$500
The Groundhog ads (2)	\$250
Chattanooga Times Free Press ads (3)	free – sponsorship agreement
<b>TOTAL REQUESTED</b>	<b>\$2,250</b>

### How this will promote tourism in Dade County:

This art tour follows a long-time art tradition in Dade County and, more specifically, at the NW GA end of Lookout Mountain. Every year since 2018, local artists have opened their studio to the public so that everyone can experience the art where it is actually made.

The Rising Fawn Studio Tour brings people from various areas, including but not limited to: Dade County, Chattanooga, Dalton, South Tennessee, Northeast Alabama and Atlanta. During the event, visitors are invited to discover and experience our beautiful area.

### Additional info:

We will include the Alliance logo on our printed brochures and print ads

Date presented:	6/13/2023
Date approved:	



Alliance for Dade, Inc.  
Balance Sheet  
as of 05/31/2023

Account Number	Account Name	Amount
<b>Assets</b>		
<b>Current Assets</b>		
1000	CBT - Checking	\$216,542.39
1005	Bank of Dade - checking	\$131,447.18
1008	Farm Bureau CD	\$55,000.00
1015.999999	Stripe Payments	\$43.40
<b>Total Current Assets</b>		<b>\$403,032.97</b>
<b>Total Assets</b>		<b>\$403,032.97</b>
<b>Liabilities</b>		
<b>Total Liabilities</b>		<b>\$0.00</b>
<b>Equity</b>		
<b>Unrestricted Net Assets</b>		
3000	General Fund - Fund Balance	\$60,823.35
<b>Total Unrestricted Net Assets</b>		<b>\$60,823.35</b>
<b>Restricted Net Assets</b>		
3150	TCT (RVIC) - Fund Balance	\$313,835.64
3175	TPD (DMO) - Fund Balance	\$28,373.98
<b>Total Restricted Net Assets</b>		<b>\$342,209.62</b>
<b>Total Equity</b>		<b>\$403,032.97</b>
<b>Total Liabilities + Total Equity</b>		<b>\$403,032.97</b>



Alliance for Dade, Inc.  
Income Statement  
for the period of 05/01/2023 to 05/31/2023

Account Number	Account Name	Amount
<b>Income</b>		
<b>Investor Payments</b>		
4100	Investor Dues	\$1,275.00
<b>Total Investor Payments</b>		<hr/> \$1,275.00
<b>Government Support</b>		
4150	TCT (RVIC)	\$2,433.77
4175	TPD (DMO)	\$1,825.33
4180	Dade County contract	\$833.33
<b>Total Government Support</b>		<hr/> \$5,092.43
<b>Other Income</b>		
4300	Bank Account Interest	\$5.52
<b>Total Other Income</b>		<hr/> \$5.52
<b>Events</b>		
4730	Job/Career Fairs	\$500.00
4760	Plum Nelly Depot Art Show	\$292.50
<b>Total Events</b>		<hr/> \$792.50
<b>Total Income</b>		<hr/> \$7,165.45
<b>Expense</b>		
<b>Salaries / Wages / Benefits</b>		
5000	Employee Wages	\$9,156.84
5006	Employer Payroll Taxes	\$796.85
5008	Health Reimbursement Account	\$1,203.02
5009	Retirement Plan	\$151.44
<b>Total Salaries / Wages / Benefits</b>		<hr/> \$11,308.15
<b>Facility</b>		
5100	Rent	\$1,025.00
5120	Utilities	\$223.41
5130	Telephone & Internet	\$185.61
<b>Total Facility</b>		<hr/> \$1,434.02
<b>Administrative</b>		
5200	Bank Charges	\$0.55
5220	Credit Card Processing Fees	\$15.50
5230	Office Supplies	\$211.20
5233	Postage & PO Box	\$11.70
5270	Accounting & Management Software	\$158.99
5277	New Employee Expenses	\$61.00
5280	Gov't Filing & Registration Fees	\$199.90



Account Number	Account Name	Amount
5290	Insurance	\$0.00
5015	Workers' Comp Insurance	\$43.25
5292	General Liability	\$377.00
Total for 5290 - Insurance		\$420.25
Total Administrative		\$1,079.09
Events		
5500	Alliance Events	\$0.00
5506	Plum Nelly Depot Art Show	\$1,062.87
Total for 5500 - Alliance Events		\$1,062.87
Total Events		\$1,062.87
Marketing		
5325	Wayfinding Signage	\$3,500.00
5340	SWAG	\$208.57
5350	Alliance Website	\$-129.73
5370	Social / Digital Media	\$34.00
Total Marketing		\$3,612.84
Memberships & Professional Development		
5075	Membership Dues / Subscriptions	\$34.00
5080	Professional Development	\$350.00
5082	Mileage & Parking	\$281.00
5083	Lodging	\$261.48
5084	Meals	\$163.85
Total for 5080 - Professional Development		\$1,056.33
Total Memberships & Professional Development		\$1,090.33
Total Expense		\$19,587.30
Net Income (Loss)		\$-12,421.85



Alliance for Dade, Inc.  
Income Statement  
for the period of 01/01/2023 to 05/31/2023

Account Number	Account Name	Amount
<b>Income</b>		
<b>Investor Payments</b>		
4100	Investor Dues	\$16,325.00
<b>Total Investor Payments</b>		<b>\$16,325.00</b>
<b>Government Support</b>		
4150	TCT (RVIC)	\$103,928.57
4175	TPD (DMO)	\$46,517.48
4180	Dade County contract	\$4,166.65
<b>Total Government Support</b>		<b>\$154,612.70</b>
<b>Other Income</b>		
4300	Bank Account Interest	\$29.65
<b>Total Other Income</b>		<b>\$29.65</b>
<b>Events</b>		
4710	Lunch & Learn	\$1,057.00
4730	Job/Career Fairs	\$650.00
4760	Plum Nelly Depot Art Show	\$292.50
<b>Total Events</b>		<b>\$1,999.50</b>
<b>Total Income</b>		<b>\$172,966.85</b>
<b>Expense</b>		
<b>Salaries / Wages / Benefits</b>		
5000	Employee Wages	\$36,706.52
5006	Employer Payroll Taxes	\$3,402.49
5008	Health Reimbursement Account	\$4,343.92
5009	Retirement Plan	\$416.46
5050	Contractor Services	\$2,137.50
<b>Total Salaries / Wages / Benefits</b>		<b>\$47,006.89</b>
<b>Facility</b>		
5100	Rent	\$5,125.00
5120	Utilities	\$1,264.34
5130	Telephone & Internet	\$805.77
<b>Total Facility</b>		<b>\$7,195.11</b>
<b>Administrative</b>		
5200	Bank Charges	\$12.80
5220	Credit Card Processing Fees	\$157.95
5230	Office Supplies	\$792.42
5231	Office Furnishings	\$215.67
5232	Technology	\$1,387.72

Account Number	Account Name	Amount
5233	Postage & PO Box	\$204.99
5270	Accounting & Management Software	\$6,868.43
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	\$171.78
5292	General Liability	\$377.00
5294	D&O and EPLI	\$712.00
Total for 5290 - Insurance		\$1,260.78
Total Administrative		\$13,471.66
Alliance Business Meetings & Projects		
5400	Board/Staff Meetings & Events	\$414.57
5402	Ribbon Cutting	\$33.80
5404	Lunch & Learn	\$690.96
5406	Job/Career Fairs	\$1,218.00
Total Alliance Business Meetings & Projects		\$2,357.33
Events		
5500	Alliance Events	\$0.00
5502	DADE EXPO	\$2,155.76
5504	Light Up Trenton	\$183.74
5506	Plum Nelly Depot Art Show	\$1,212.87
5508	Antique Alley	\$105.18
Total for 5500 - Alliance Events		\$3,657.55
6000	Community Events	\$0.00
6002	Rising Fawn Art Studio Tour	\$250.00
6003	1945 Dade County Fair	\$1,000.00
Total for 6000 - Community Events		\$1,250.00
Total Events		\$4,907.55
Marketing		
5310	Print Advertising	\$2,600.00
5320	Signage	\$650.00
5325	Wayfinding Signage	\$3,531.20
5330	Printed Marketing Materials	\$13,286.00
5340	SWAG & Prizes	\$208.57
5350	Alliance Website	\$647.83
5370	Social / Digital Media	\$5,048.00
Total Marketing		\$25,971.60
Memberships & Professional Development		
5075	Membership Dues / Subscriptions	\$462.68
5080	Professional Development	\$1,598.00
5082	Mileage & Parking	\$1,736.01



Account Number	Account Name	Amount
5083	Lodging	\$1,088.71
5084	Meals	\$247.87
Total for 5080 - Professional Development		\$4,670.59
Total Memberships & Professional Development		\$5,133.27
Total Expense		\$106,043.41
Net Income (Loss)		\$66,923.44