

Alliance for Dade

BOARD MEETING MINUTES

MEETING DATE	MEETING TYPE	MEETING LOCATION	QUORUM?
May 9, 2023	Regular	Dade County Commission Meeting Room	Yes

PERSONS IN ATTENDANCE			
BOARD DIRECTORS AND OFFICERS	Name	Officer	Present
	George Williams	Chair	No
	Kathleen Reed	Immediate Past Chair	Yes – in person
	Jane Dixon	Vice Chair	Yes – in person
	Stacey Prater		No
	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		No
	William Back	Secretary	Yes - In person
STAFF, COMMITTEE MEMBERS	Sandy White	President & CEO	Yes - In person
	Trish Cloud	Welcome Center Manager	Yes - in person
GUESTS	Name	Organization	
	None		

CALL TO ORDER, INVOCATION, AND ROUTINE MOTIONS	
Call to Order	by Jane Dixon, Vice Chair, at 6:01 p.m.
Invocation	Carey Anderson
MOTION to Amend Agenda to include approval of Minutes from the meetings for March and April.	Moved by Marcy Williams Seconded by Charity Barton Vote: Unanimous approval
MOTION to approve Minutes from meetings held on March 14, 2023 and April 11, 2023 (no quorum at the April 11 meeting).	Moved by Marcy Williams Seconded by Carey Anderson Vote: Unanimous approval

TREASURER'S REPORT

- Marcy Williams explained application of revenue from the Hotel-Motel Tax.
- The Alliance is required to file Form 990 with the IRS by 5-15-23, and we are required by the IRS to certify in writing whether the Form has been reviewed by our Board; following a review of the proposed Form 990:

MOTION to approve Form 990 as presented to the Board.

Moved by Dena Abell

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

William Back reported progress toward the Plum Nelly Art Show; logos and signage refined; logo adopted.

Tourism Committee

Charity Barton reports that the Alliance is participating in National Tourism Week. This includes Facebook posts and encouraging not just long-distance visitors but also people in the tri-county area to visit Dade County – “to be a tourist in your own home town.”

Dena gave a report on the Town Creek Walk, and will follow up next meeting.

Discussion of wayfinding signage.

Discussion about installing a QR code on the window of the Welcome Center – especially helpful when the office is closed. It could also highlight benefits of investing in the Alliance and remind Board Members of upcoming events and information on new Investors.

Dade Expo

Jane Dixon reported that another planning meeting was convened, and assignments made.
Next Meeting: this coming Tuesday.

OLD BUSINESS

See report from the Board Retreat. The June 13, 2023 meeting will focus largely on the Review of the Strategic Plan proposals.

NEW BUSINESS

OPEN FLOOR

- Dena Abell proposed additional signage for the Welcome Center; Sandy suggested installation of an all-weather brochure stand outside the office.
- Carey Anderson suggested that the Board consider participating in the Optimist Golf Tournament.

EXECUTIVE SESSION

N/A

ADJOURNMENT AND NEXT MEETING	
Motion to Adjourn	Moved by Kathleen Reed Seconded by Charity Barton Vote: Unanimous approval
Next regular meeting	Tuesday, June 13, 2023, at 6:00 p.m. Dade County Commission Meeting Room and Zoom videoconference

ADMINISTRATIVE	
Attachments	<ul style="list-style-type: none">• Financials from 3-30-23 and 4-30-23• President's Report• Board Retreat Agenda and follow up information
Submitted by	William A. Back, Secretary. Note: These Minutes are unofficial until approved by the Board.



Alliance for Dade, Inc.
Balance Sheet
as of 04/30/2023

Account Number	Account Name	Amount
Assets		
Current Assets		
1000	CBT - Checking	\$216,536.87
1005	Bank of Dade - checking	\$143,893.23
1008	Farm Bureau CD	\$55,000.00
Total Current Assets		\$415,430.10
Total Assets		\$415,430.10
Liabilities		
Total Liabilities		\$0.00
Equity		
Unrestricted Net Assets		
3000	General Fund - Fund Balance	\$61,465.14
Total Unrestricted Net Assets		\$61,465.14
Restricted Net Assets		
3150	TCT (RVIC) - Fund Balance	\$312,718.41
3175	TPD (DMO) - Fund Balance	\$41,246.55
Total Restricted Net Assets		\$353,964.96
Total Equity		\$415,430.10
Total Liabilities + Total Equity		\$415,430.10



Alliance for Dade, Inc.
Budget: Year to Date
for the period of 01/01/2023 to 04/30/2023

Account Number	Account Name	Actual	YTD Budget	Difference
Income				
Investor Payments				
4100	Investor Dues	\$15,050.00	\$10,000.00	\$5,050.00
Total Investor Payments		\$15,050.00	\$10,000.00	\$5,050.00
Government Support				
4150	TCT (RVIC)	\$101,494.80	\$66,166.68	\$35,328.12
4175	TPD (DMO)	\$44,692.15	\$31,333.32	\$13,358.83
4180	Dade County contract	\$3,333.32	\$3,333.32	\$0.00
Total Government Support		\$149,520.27	\$100,833.32	\$48,686.95
Other Income				
4300	Bank Account Interest	\$24.13	\$13.32	\$10.81
Total Other Income		\$24.13	\$13.32	\$10.81
Events				
4710	Lunch & Learn	\$1,057.00	\$750.00	\$307.00
4720	EXPO - exhibitor registrations	\$0.00	\$1,666.68	\$-1,666.68
4721	EXPO - sponsorships	\$0.00	\$1,000.00	\$-1,000.00
Total for 4720 - EXPO - exhibitor registrations		\$0.00	\$2,666.68	\$-2,666.68
4730	Job Ready Dade	\$150.00	\$100.00	\$50.00
4760	Plum Nelly Depot Art Show	\$0.00	\$333.32	\$-333.32
Total Events		\$1,207.00	\$3,850.00	\$-2,643.00
Total Income		\$165,801.40	\$114,696.64	\$51,104.76
Expense				
Salaries / Wages / Benefits				
5000	Employee Wages	\$27,511.82	\$32,508.32	\$-4,996.50
5006	Employer Payroll Taxes	\$2,605.64	\$3,470.00	\$-864.36
5008	Health Reimbursement Account	\$3,140.90	\$2,516.68	\$624.22
5009	Retirement Plan	\$227.16	\$1,951.68	\$-1,724.52
5050	Contractor Services	\$2,137.50	\$1,666.68	\$470.82
Total Salaries / Wages / Benefits		\$35,623.02	\$42,113.36	\$-6,490.34
Facility				
5100	Rent	\$4,100.00	\$4,100.00	\$0.00
5120	Utilities	\$1,040.93	\$1,000.00	\$40.93
5130	Telephone & Internet	\$620.16	\$666.68	\$-46.52
5140	Maintenance & Repairs	\$0.00	\$66.68	\$-66.68

Account Number	Account Name	Actual	YTD Budget	Difference
Total Facility		\$5,761.09	\$5,833.36	\$-72.27
Administrative				
5200	Bank Charges	\$12.25	\$3.32	\$8.93
5220	Credit Card Processing Fees	\$142.45	\$250.00	\$-107.55
5230	Office Supplies	\$732.66	\$333.32	\$399.34
5231	Office Furnishings	\$215.67	\$83.32	\$132.35
5232	Technology	\$1,387.72	\$83.32	\$1,304.40
5233	Postage & PO Box	\$193.29	\$366.68	\$-173.39
5270	Accounting & Management Software	\$6,658.44	\$2,733.32	\$3,925.12
5275	Benefits Administrative Fees	\$2,100.00	\$0.00	\$2,100.00
5277	New Employee Expenses	\$180.00	\$0.00	\$180.00
5280	Gov't Filing & Registration Fees	\$30.00	\$10.00	\$20.00
5290	Insurance	\$0.00	\$0.00	\$0.00
5015	Workers' Comp Insurance	\$128.53	\$173.32	\$-44.79
5292	General Liability	\$0.00	\$150.00	\$-150.00
5294	D&O and EPLI	\$712.00	\$250.00	\$462.00
Total for 5290 - Insurance		\$840.53	\$573.32	\$267.21
Total Administrative		\$12,493.01	\$4,436.60	\$8,056.41
Alliance Business Meetings & Projects				
5400	Board/Staff Meetings & Events	\$414.57	\$333.32	\$81.25
5402	Ribbon Cutting	\$33.80	\$50.00	\$-16.20
5404	Lunch & Learn	\$690.96	\$1,000.00	\$-309.04
5406	Job/Career Fairs	\$1,218.00	\$233.32	\$984.68
5410	Investor Campaigns	\$0.00	\$166.68	\$-166.68
5499	Other Meetings & Projects	\$0.00	\$166.68	\$-166.68
Total Alliance Business Meetings & Projects		\$2,357.33	\$1,950.00	\$407.33
Events				
5500	Alliance Events	\$0.00	\$0.00	\$0.00
5502	DADE EXPO	\$2,155.76	\$2,833.32	\$-677.56
5504	Light Up Trenton	\$183.74	\$266.68	\$-82.94
5506	Plum Nelly Depot Art Show	\$150.00	\$400.00	\$-250.00
5508	Antique Alley	\$62.30	\$33.32	\$28.98
5599	Other Alliance Events	\$0.00	\$333.32	\$-333.32
Total for 5500 - Alliance Events		\$2,551.80	\$3,866.64	\$-1,314.84
6000	Community Events	\$0.00	\$9,333.32	\$-9,333.32
6002	Rising Fawn Art Studio Tour	\$250.00	\$0.00	\$250.00
6003	1945 Dade County Fair	\$1,000.00	\$0.00	\$1,000.00

Account Number	Account Name	Actual	YTD Budget	Difference
Total for 6000 - Community Events		\$1,250.00	\$9,333.32	\$-8,083.32
6050	Co-Op / Partnership Events	\$0.00	\$4,000.00	\$-4,000.00
Total Events		\$3,801.80	\$17,199.96	\$-13,398.16
Marketing				
5310	Print Advertising	\$2,600.00	\$16,666.68	\$-14,066.68
5320	Signage	\$650.00	\$0.00	\$650.00
5325	Wayfinding Signage	\$31.20	\$0.00	\$31.20
5330	Printed Marketing Materials	\$13,286.00	\$17,666.68	\$-4,380.68
5340	SWAG	\$0.00	\$1,666.68	\$-1,666.68
5350	Alliance Website	\$820.44	\$333.32	\$487.12
5370	Social / Digital Media	\$5,014.00	\$1,166.68	\$3,847.32
Total Marketing		\$22,401.64	\$37,500.04	\$-15,098.40
Memberships & Professional Development				
5075	Membership Dues / Subscriptions	\$428.68	\$575.00	\$-146.32
5080	Professional Development	\$1,248.00	\$1,783.32	\$-535.32
5082	Mileage	\$1,455.01	\$1,540.00	\$-84.99
5083	Lodging	\$827.23	\$0.00	\$827.23
5084	Meals	\$84.02	\$320.00	\$-235.98
Total for 5080 - Professional Development		\$3,614.26	\$3,643.32	\$-29.06
Total Memberships & Professional Development		\$4,042.94	\$4,218.32	\$-175.38
Other Expense				
5800	Gifts - Donations - Memorials	\$0.00	\$166.68	\$-166.68
Total Other Expense		\$0.00	\$166.68	\$-166.68
Total Expense		\$86,480.83	\$113,418.32	\$-26,937.49
Total		\$79,320.57	\$1,278.32	\$78,042.25



PRESIDENT'S REPORT

ALLIANCE FOR DADE BOARD MEETING

MAY 9, 2023

Investor Report As of 5/9/23 - 100 current investors, with 15 renewals still unpaid. 7 of our current investors are new members for April, Trenton Liquors- Silver, Yogi's Exxon – Silver, Lookout Mountain Flight Park – Bronze, Thomas Stafford – Realtor – Bronze Jake Marshall Services – Silver, Georgia Northwestern Technical College – Bronze, & The Hive Boutique - Bronze. So far for May JB's Variety Store has joined, we are doing a barter with them. They will supply up to \$150 of supplies for ribbon cuttings in exchange for investment.

1. Investor and Potential Investor Visits & Contacts for April 12th- May 9th are as follows: Itrip Vacations, Lookout Mountain Flight Park (New Investor) and Days Inn (check's in mail). Patricia talked to: Yogi's Exxon (New Investor), Groovy Nomad, JB's Variety (New Investor) Working on renewals: McBride Books, Small Town Nutrition, Tractor Supply.
2. Performed 2 ribbon cuttings for new businesses in downtown Trenton, The Beef Shop, part of Dyer Livestock Beef and The Hive Boutique (New Investor).
3. Welcome Center Visitors in April (local - 4, visitors - 42, phone calls - 40).
4. On April 12th we hosted the Northwest Georgia Travel Association at Cloudland Canyon State Park. We had about 25 in attendance with several local businesses and board members participating.
5. Conducted a successful Career Fair at the High School on April 19th, with 38 employers and almost 300 students attending.
6. Patricia and I are working with 365 Marketing to produce a new visitor guide, 365 was the company that produced our tourist map. I took a photographer around take pictures of attractions in the county. We visited A local artist Claire Vassort, then went to the Lookout Mountain Flight Park, Cloudland Canyon State Park, downtown Trenton shops, trail, and courthouse, Trenton Golf Club, Dade County Sports Complex and Rosie Mae's Alpaca Farm.

Mark your calendars:

May 7-13 – National Tourism Week – We will be celebrating National Tourism Week during the early part of May with another promotion. We will be posting information on Facebook and Instagram about the tourism impact on Dade County and the state of Georgia as well as conducting a contest entitled “Be a tourist in your own hometown.” This contest will hopefully get residents out in the community to enjoy and discover the wonderful tourism assets we have in Dade County. Please like and share our Facebook posts. Thanks

May 10th – Northwest Georgia Travel Association meeting – Jasper, GA. Patricia and I will be attending the NWGTA meeting in Jasper. Jane will be manning the welcome center on that day. Thanks Jane

May 11th & 12th – Tourism Trends meeting in Savannah. Patricia and I will be attending this meeting in Savannah. George and Marcy will be manning the welcome center on those days. Thanks George and Marcy