

Alliance for Dade

BOARD MEETING MINUTES

MEETING DATE	MEETING TYPE	MEETING LOCATION	QUORUM?
April 11, 2023	Regular	Dade County Commission Meeting Room	No

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	No
	Stacey Prater		No
	Harry Abell		No
	Marcy Williams	Treasurer	No
	Dena Abell		No
	Dorinda Moon		No
	Charity Barton		Yes - electronically
	Carey Fauscett-Anderson		No
	John Rollins		Yes - electronically
	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 Manager	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	Heath Cloud

TREASURER'S REPORT

- See attached financial report for the period ending March 31, 2023.

PRESIDENT'S REPORT

See attached Report from the President.

COMMITTEE REPORT

Public Arts Committee

William Back reported progress; Marcy is completing the Artist Application Form, which will be on the Alliance web site and the Plum Nelly Facebook page shortly.

Tourism Committee

We are considering a Points Map application for cell phones. It could be used by the public to find restaurants, lodging, and historical sites, and to find their way around festival grounds. It is already in use for battlefield sites around the Chattanooga area. The challenge is to publicize the computer site or the app. The software can be accessed by a QR code or web site. Cost: \$5,000 to set up, plus \$100 per month thereafter. A tracking option might be available.

OLD BUSINESS

None, as we don't have a quorum this meeting.

NEW BUSINESS

None, as we don't have a quorum this meeting.

OPEN FLOOR

No activity this meeting.

EXECUTIVE SESSION

N/A

ADJOURNMENT AND NEXT MEETING	
Motion to Adjourn, N/A	
Next regular meeting	Tuesday, May 9, 2023, at 6:00 p.m. Dade County Commission Meeting Room and Zoom videoconference

ADMINISTRATIVE	
Attachments	<ul style="list-style-type: none"> • Balance Sheet as of 4-30-23 • Income Statement as of 4-30-23 • President's Report
Submitted by	William A. Back, Secretary. Note: These Minutes are unofficial until approved by the Board.



Alliance for Dade, Inc.
Balance Sheet
as of 03/31/2023

Account Number	Account Name	Amount
Assets		
Current Assets		
1000	CBT - Checking	\$216,531.53
1005	Bank of Dade - checking	\$146,274.23
1008	Farm Bureau CD	\$55,000.00
Total Current Assets		\$417,805.76
Total Assets		\$417,805.76
Liabilities		
Total Liabilities		\$0.00
Equity		
Unrestricted Net Assets		
3000	General Fund - Fund Balance	\$64,086.56
Total Unrestricted Net Assets		\$64,086.56
Restricted Net Assets		
3150	TCT (RVIC) - Fund Balance	\$303,691.54
3175	TPD (DMO) - Fund Balance	\$50,027.66
Total Restricted Net Assets		\$353,719.20
Total Equity		\$417,805.76
Total Liabilities + Total Equity		\$417,805.76



Alliance for Dade, Inc.
Income Statement
for the period of 03/01/2023 to 03/31/2023

Account Number	Account Name	Amount
Income		
Investor Payments		
4100	Investor Dues	\$4,000.00
Total Investor Payments		\$4,000.00
Government Support		
4150	TCT (RVIC)	\$33,846.17
4175	TPD (DMO)	\$15,722.38
4180	Dade County contract	\$833.33
Total Government Support		\$50,401.88
Other Income		
4300	Bank Account Interest	\$5.61
Total Other Income		\$5.61
Events		
4710	Lunch & Learn	\$306.00
Total Events		\$306.00
Total Income		\$54,713.49
Expense		
Salaries / Wages / Benefits		
5000	Employee Wages	\$5,010.22
5006	Employer Payroll Taxes	\$386.17
5008	Health Reimbursement Account	\$628.18
5009	Retirement Plan	\$75.72
5020	New Employee Expenses	\$27.22
5050	Contractor Services	\$1,207.50
Total Salaries / Wages / Benefits		\$7,335.01
Facility		
5100	Rent	\$1,025.00
5120	Utilities	\$281.00
5130	Telephone & Internet	\$155.08
Total Facility		\$1,461.08
Administrative		
5220	Credit Card Processing Fees	\$22.30
5230	Office Supplies	\$106.75
5232	Technology	\$1,387.72
5233	Postage & PO Box	\$63.00
5270	Accounting & Management Software	\$278.98
5290	Insurance	\$0.00

Account Number	Account Name	Amount
5015	Workers' Comp Insurance	\$29.91
Total for 5290 - Insurance		\$29.91
Total Administrative		\$1,888.66
Alliance Business Meetings & Projects		
5400	Board/Staff Meetings & Events	\$20.67
Total Alliance Business Meetings & Projects		\$20.67
Events		
5500	Alliance Events	\$0.00
5504	Light Up Trenton	\$8.74
Total for 5500 - Alliance Events		\$8.74
Total Events		\$8.74
Marketing		
5320	Signage	\$200.00
5325	Wayfinding Signage	\$31.20
Total Marketing		\$231.20
Memberships & Professional Development		
5080	Professional Development	\$198.00
5082	Mileage	\$560.68
5083	Lodging	\$226.68
5084	Meals	\$57.55
Total for 5080 - Professional Development		\$1,042.91
Total Memberships & Professional Development		\$1,042.91
Total Expense		\$11,988.27
Net Income (Loss)		\$42,725.22



Alliance for Dade, Inc.
Income Statement by Fund
for the period of 01/01/2023 to 03/31/2023

Account Number	Account Name	General Fund	TCT	TPD
Income				
Investor Payments				
4100	Investor Dues	\$12,400.00	\$0.00	\$0.00
Total Investor Payments		\$12,400.00	\$0.00	\$0.00
Government Support				
4150	TCT (RVIC)	\$0.00	\$85,092.26	\$0.00
4175	TPD (DMO)	\$0.00	\$0.00	\$37,662.49
4180	Dade County contract	\$2,499.99	\$0.00	\$0.00
Total Government Support		\$2,499.99	\$85,092.26	\$37,662.49
Other Income				
4300	Bank Account Interest	\$18.79	\$0.00	\$0.00
Total Other Income		\$18.79	\$0.00	\$0.00
Events				
4710	Lunch & Learn	\$806.00	\$0.00	\$0.00
4730	Job Ready Dade	\$150.00	\$0.00	\$0.00
Total Events		\$956.00	\$0.00	\$0.00
Total Income		\$15,874.78	\$85,092.26	\$37,662.49
Expense				
Salaries / Wages / Benefits				
5000	Employee Wages	\$0.00	\$0.00	\$20,156.06
5006	Employer Payroll Taxes	\$0.00	\$0.00	\$1,969.23
5008	Health Reimbursement Account	\$0.00	\$0.00	\$2,512.72
5009	Retirement Plan	\$0.00	\$0.00	\$2,175.72
5020	New Employee Expenses	\$0.00	\$0.00	\$287.22
5050	Contractor Services	\$0.00	\$0.00	\$2,137.50
Total Salaries / Wages / Benefits		\$0.00	\$0.00	\$29,238.45
Facility				
5100	Rent	\$0.00	\$0.00	\$3,075.00
5120	Utilities	\$0.00	\$0.00	\$832.07
5130	Telephone & Internet	\$0.00	\$0.00	\$465.08
Total Facility		\$0.00	\$0.00	\$4,372.15
Administrative				
5200	Bank Charges	\$12.25	\$0.00	\$0.00
5220	Credit Card Processing Fees	\$136.05	\$0.00	\$0.00
5230	Office Supplies	\$0.00	\$0.00	\$291.42

Account Number	Account Name	General Fund	TCT	TPD
5231	Office Furnishings	\$0.00	\$0.00	\$215.67
5232	Technology	\$0.00	\$0.00	\$1,387.72
5233	Postage & PO Box	\$0.00	\$68.31	\$107.15
5270	Accounting & Management Software	\$6,442.45	\$0.00	\$0.00
5280	Gov't Filing & Registration Fees	\$30.00	\$0.00	\$0.00
5290	Insurance	\$0.00	\$0.00	\$0.00
5015	Workers' Comp Insurance	\$0.00	\$0.00	\$96.47
Total for 5290 - Insurance		\$0.00	\$0.00	\$96.47
Total Administrative		\$6,620.75	\$68.31	\$2,098.43
Alliance Business Meetings & Projects				
5400	Board/Staff Meetings & Events	\$20.67	\$0.00	\$0.00
Total Alliance Business Meetings & Projects		\$20.67	\$0.00	\$0.00
Events				
5500	Alliance Events	\$0.00	\$0.00	\$0.00
5502	DADE EXPO	\$141.66	\$1,714.50	\$0.00
5504	Light Up Trenton	\$183.74	\$0.00	\$0.00
5508	Antique Alley	\$0.00	\$62.30	\$0.00
Total for 5500 - Alliance Events		\$325.40	\$1,776.80	\$0.00
6000	Community Events	\$0.00	\$0.00	\$0.00
6002	Rising Fawn Art Studio Tour	\$0.00	\$250.00	\$0.00
Total for 6000 - Community Events		\$0.00	\$250.00	\$0.00
Total Events		\$325.40	\$2,026.80	\$0.00
Marketing				
5320	Signage	\$0.00	\$400.00	\$0.00
5325	Wayfinding Signage	\$0.00	\$0.00	\$31.20
5330	Printed Marketing Materials	\$0.00	\$3,486.00	\$0.00
5350	Alliance Website	\$0.00	\$70.84	\$0.00
5370	Social / Digital Media	\$0.00	\$5,000.00	\$0.00
Total Marketing		\$0.00	\$8,956.84	\$31.20
Memberships & Professional Development				
5075	Membership Dues / Subscriptions	\$304.00	\$0.00	\$0.00
5080	Professional Development	\$1,248.00	\$0.00	\$0.00
5082	Mileage	\$976.96	\$0.00	\$0.00
5083	Lodging	\$561.32	\$0.00	\$0.00
5084	Meals	\$84.02	\$0.00	\$0.00

Account Number	Account Name	General Fund	TCT	TPD
Total for 5080 - Professional Development		\$2,870.30	\$0.00	\$0.00
Total Memberships & Professional Development		\$3,174.30	\$0.00	\$0.00
Total Expense		\$10,141.12	\$11,051.95	\$35,740.23
Net Income (Loss)		\$5,733.66	\$74,040.31	\$1,922.26
<u>Summary</u>				
Beginning Fund Balance		\$55,810.73	\$233,405.11	\$46,893.69
+ Other Fund Balance Movements		\$0.00	\$0.00	\$0.00
+ Net Income / (Loss)		\$5,733.66	\$74,040.31	\$1,922.26
= Ending Fund Balance		\$61,544.39	\$307,445.42	\$48,815.95



PRESIDENT'S REPORT

ALLIANCE FOR DADE BOARD MEETING

APRIL 11, 2023

Investor Report As of 4/11/23 - 92 current investors, with 16 from January & February renewals still unpaid. 1 New member, Trenton Liquors at a \$500 investment, and a 2nd on with Georgia Northwestern Technical College, their checks in the mail.

1. Investor and Potential Investor Visits & Contacts for March 15th- April 11th are as follows: Itrip Vacations, Lookout Mountain Flight Park and Days Inn. Patricia talked to: Yogi's Exxon, Moore Funeral Home, Brown Tire, Wildwood Lifestyle Center, Sundog Groomers and Cole City Bluff while calling for the Career Fair. Café 136 has been sent investor information and I will follow up next week. Trenton Golf Course is going to join but have been slow, so they will join in the summer.
2. Welcome Center Visitors in March (local - 2, visitors - 9, phone calls - 24).
3. Marcy, Patricia & I will complete our on boarding process for Growth Zone software around the middle of May. The program will then go live.
4. George and I met with Josh Ingles and Tonya Gatlin about a potential partnership with the school in 2024. The program is called Fundamental Leadership & Entrepreneur X-perience. The purpose of the program is to create prosperity and revitalize entrepreneurship through education of high school students on the rewards, sacrifices and processes incurred in establishing a small business. It is an 11-week program where students form a team, develop a business and run that business. They will be graded on how well they do. Teams will be eliminated, and others will advance to the next round. There are three rounds, and 3 teams will advance to the final round. The winning team will receive a cash prize and will advance to the state level for competition. This program is very successful statewide and will be a perfect opportunity to partner with the school to grow entrepreneurs in our community.
 - George, Marcy & I continued to meet with School officials concerning April 19, 2023, Career Day.
 - George and I met with Mayor Case concerning the City's reinstatement of the downtown development authority. The City is interested in partnering with the Alliance in supporting the DDA. This

aligns with our mission to promote growth and help small business.

2. Worked with committee on Lunch and Learn meeting scheduled for March 30th.
3. Setup presentation to the Dade County Middle School Crafty Classroom to make them an Honorary Business investor.

Mark your calendars:

April 12th – Northwest Georgia Travel Association meeting. We will be hosting the regional travel association meeting in Dade County in April. It is not required but any board member who would like to attend, please let me know. As is customary we are providing lunch for the group (we budgeted for it). The meeting starts at **10:30AM** and will end with lunch. We will be at the Group Shelter at Cloudland Canyon State Park. Uncle Lars Outpost will be catering it.

April 14th – Ribbon Cutting for “The Beef Shop”. This is a new retail business that is located in downtown Trenton 2 doors down from Smalltown Nutrition. The event will start at 2:30PM. Help celebrate this new business venture of Sarah & Jeremy Dyer of Dyers Livestock Beef.

April 19th – DCHS Career Fair – 8:00AM-12noon, DCHS Commons. This is a joint sponsored event between the Dade County High School and the Alliance for Dade. This event will be conducted in the same manner as it was last year. George and Marcy were a big help last year working with Josh Ingle and Tonya Gatlin helping to organize and promote this event. The Alliance staff will be helping this year as well as promoting the event. If you are a business and are interested in attending, see the attached flyer for registration details.

