

Alliance for Dade

BOARD MEETING MINUTES

MEETING DATE	MEETING TYPE	MEETING LOCATION	QUORUM?
March 14, 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 – electronically
	Jane Dixon	Vice Chair	Yes - In person
	Stacey Prater		No
	Harry Abell		Yes - by Zoom
	Marcy Williams	Treasurer	Yes - In person
	Dena Abell		Yes - In person
	Dorinda Moon		Yes - In person
	Charity Barton		No
	Carey Fauscett-Anderson		Yes - In person
	Heath Cloud		Yes - in person
	William Back	Secretary	Yes - In person
STAFF, COMMITTEE MEMBERS	Sandy White	President & CEO	Yes - In person
GUESTS	Name	Organization	
	Nathan Wooten	1945 Fair	
	Courtney Case	1945 Fair	

CALL TO ORDER, INVOCATION, AND ROUTINE MOTIONS	
Call to Order	by Jane Dixon, Vice Chair, at 6:01 p.m.
Invocation	Heath Cloud
Motion (1) to amend Minutes of the 2-21-23 meeting, to show 68 active Investors instead of 68 new Investors; Virtual Valentines handed out to over 70 businesses; and correcting the spelling of Niki McDowell, (2) to dispense with the reading of those Minutes; and (3) to approve the Minutes as amended.	Moved by Dena Abell Seconded by Dorinda Moon Vote: Unanimous

TREASURER'S REPORT

- See attached financial report.
- We have moved \$55,000 into a certificate of deposit.

PRESIDENT'S REPORT

- As of 3-14-23, we have 79 Investors. Of these, 28 are overdue on account of email problems in sending out renewal invoices. We have re-sent invoices. Two of the 28 have had changes in ownership or management. Lookout Mountain CASA is unable to renew due to budget cuts. Elder Ace Hardware has renewed.
- Investor and Potential Investor visits for the period from 2-22-23 to 3-14-23: We made contact with over 70 Investor businesses while hand delivering Virtual Valentines. We received 100 Valentines. Investors that I spent additional time with: Healing Roots Family Practice, Lookout Lavender, Rising Fawn Gardens, Red Fox Service & Repair, and Peace, Love, Bling. Also worked on Investor renewals.
- Welcome Center Visitors in February: 5 local, 18 visitors, 13 phone calls.
- On boarded Intern. Marcy and I started 90-day on boarding process for Growth Zone software.
- Met with Kerri Randolph, of Chattanooga 2.0, and leaned about strategies we might adapt to help with workforce development.
- Attended Northwest Georgia Travel Association Influencer Committee meeting.
- Attended Winter Chautauqua Tourism Conference.
- George, Marcy and I met with Dade school officials concerning plans for Career Day, 4-19-23.
- George and I met with Mayor Case about reinstating the Downtown Development Authority.
- Worked on Lunch and Learn meeting scheduled 3-30-23.
- Started distribution of new tourism maps. Delivered maps, QR Codes and brochures to Trenton Days Inn. Encouraged manager to become an Investor. Attempted delivery to Groovy Nomad. Distributed maps, brochures, and QR codes to Dade Library. Delivered maps and brochures to Elevated Gear. Distributed brochures and QR code flyer to Corner Coffee.
- Personnel – Welcome Center Manager: Carrie Mixon declined our employment offer. I interviewed four additional prospects in person, two on phone. Two final interviews scheduled for Friday.
- Upcoming events –
 - 3-20-23 – 9:30 a.m. – Dade County Middle School Crafty Class Honorary Business Presentation.
 - 3-29-23 – 3:30 to 7:30 p.m. – Alliance Board Retreat at the Trenton Methodist Church Fellowship Hall.
 - 3-30-23 – 11:30 a.m. to 1:00 p.m. – Lunch and Learn at the Trenton Community Center.
 - 4-19-23 – 8:00 a.m. to Noon – Dade County High School Career Fair at the DCHS Commons.

COMMITTEE REPORT

Public Arts Committee

William Back reported progress and a date – 8-12-23 – for the Plum Nelly Depot Arts Show at the DCHS. Significant focus on art by children who live in in Dade County.

Tourism Committee

No report this meeting.

OLD BUSINESS

1945 Fair

Dena discussed the 1945 Fair, to be held on Independence Day, 2023 in downtown Trenton. The Fair management has given us a revised funding request , is attached to these Minutes, in the amount of \$7,392. Each item in this request falls within the category of promotion of tourism to Dade County.

The event will feature Hunter Wolkonowski, better known as “Hunter Girl,” performing live on stage.

Funds raised in excess of expenses from the Fair will be applied to next year’s event.

Advertising funded by the Alliance will be aired during the 30-day period prior to the event.

The Alliance receives a free booth at the Fair.

Town Creek Walk

Dena reported that Ronnie Hunt is working on a plaque crediting the Alliance for funding signage for the Creek Walk.

Marcy reported that we have not yet received an invoice from Scenic Dade Development Company, which raised funding for the creek walk.

Functional Responsibilities of Officers

MOTION to approve draft which has been circulated to Board Members.

Moved by Dena Abell

Seconded by Marcy Williams

Vote: Unanimous

Financial Policies

MOTION to approve the Financial Policies as discuss at our most recent meeting.

Moved by Heath Cloud

Seconded by Dorinda Moon

Vote: Unanimous

Follow up: Marcy will update the highlighted document and send to the Secretary for filing with the Alliance records.

Record Retention Policy

MOTION to update backup of Alliance documents on a calendar quarterly basis; electronic media to be stored in a safe deposit box to be obtained by the Alliance.

Moved by Kathleen Reed

Seconded by William Back

Vote: Unanimous

MOTION to rent safe deposit box, with the following Officers to have access: President, Treasurer, and Secretary.

Moved by Marcy Williams

Seconded by Heath Cloud

Vote: Unanimous

NEW BUSINESS

Banners

Kathleen Reed pointed out that we have an Alliance banner at the Dade County Sports Complex, but not at Jenkins Park. To place our banner at Jenkins Park (from April through September, annually), the fees are as follows: \$250 to start; then \$150 each year, payable to City of Trenton. The banner is three feet by six feet, and is to be attached to the perimeter fence.

MOTION to approve purchase and posting of an Alliance banner at the fees stated.

Moved by Kathleen Reed
Seconded by Marcy Williams
Vote: Unanimous

1845 Fair

There was a discussion of funding for the 1945 Fair.

MOTION to pay the promoters of the 1945 Fair a sum not to exceed \$7,500 for the categories outlined in the attachment.

Moved by Marcy Williams
Seconded by Dena Abell
Vote: Unanimous

OPEN FLOOR

Strategic Planning Session

Marcy highlighted the session, to be held 3-29-23, from 3:30 p.m. to 7:30 p.m., at the Trenton Methodist Church Fellowship Hall. Board Members only. Not every Member will be able to make it. We have already retained a meeting coordinator.

Events Calendar

Jane pointed out the need for an events calendar to be sent to Board Members on a regular basis, so we can keep the various events in mind. Sandy promised something along those lines.

Vice Chair Responsibilities

In response to Jane's comment, there was a general discussion about the role of the Vice Chair.

Dade Expo

There will be a meeting this coming Friday, 3-17-23, at 1:00 p.m., place to be determined, regarding the Dade Expo. Items to be discussed --

1. Should the Alliance continue with Expo?
2. Does Expo benefit the community? The Alliance?
3. We will gather data from last year's volunteer participants.

EXECUTIVE SESSION

N/A

ADJOURNMENT AND NEXT MEETING	
Motion to Adjourn, 7:17 p.m.	Moved by Heath Cloud Seconded by Kathleen Reed Vote: Unanimous
Next regular meeting	Tuesday, April 11, 2023, at 6:00 p.m. Dade County Commission Meeting Room and Zoom videoconference

ADMINISTRATIVE	
Attachments	• Financial Report as of 3-31-23 • Revised Funding request from the promoters of the 1945 Fair
Submitted by	William A. Back, Secretary. Note: These Minutes are unofficial until approved by the Board.