

Alliance for Dade

BOARD MEETING MINUTES

MEETING DATE	MEETING TYPE	MEETING LOCATION	QUORUM?
October 31, 2023	Regular	Guthrie's	Yes

PERSONS IN ATTENDANCE			
BOARD DIRECTORS AND OFFICERS	Name	Officer	Present
	George Williams	Chair	Yes – in person
	Kathleen Reed	Immediate Past Chair	No
	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		No
	Carey Fauscett-Anderson		No
	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	Harry Abell
Pledge of Allegiance	George Williams
MOTION to Amend Agenda.	N/A
MOTION to Approve Agenda (as amended, if applicable).	Moved by Harry Abell Seconded by Marcy Williams Vote: Unanimous approval
MOTION to approve Minutes from meeting held on September 12, 2023.	Moved by Harry Abell Seconded by Jane Dixon Vote: Unanimous approval

TREASURER'S REPORT

The Chair reviewed the financial condition of the Alliance, as of October 31, 2023. The City and County are up-to-date on tax remittances.

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

Moved by Harry Abell

Seconded by Heath Cloud

Vote: Unanimous approval

The Chair asked Members to gauge our relationship with financial institutions that have not made a significant investment in the Alliance. Consensus: to ask the Chair to encourage financial institutions to reconsider the level of their investment in the Alliance; and then the Board can make a decision appropriate to the situation.

PRESIDENT'S REPORT

See attached [Report](#) from the President, Sandy White.

Note that we now have 133 Investors, rather than 132.

We have rec'd three quotes (two of which are competitive) to develop the Alliance web site --

- Civic Plus (which handles the County web site): \$6,900 for basic package;

- 365 Marketing: \$8,800 plus \$75/month for hosting

There is a meeting scheduled for 11-7-23.

Jane Dixon spoke at the Fairyland Garden Club and rec'd a warm reception over Dade County tourism mementoes.

COMMITTEE REPORTS

Public Arts Committee

William Back, reporting: Committee is reviewing post-event questionnaire responses from vendors.

Tourism Committee

Report due next meeting.

Dade Expo

Jane Dixon, reporting. Meeting today, just prior to Board meeting.

OLD BUSINESS

Scenic Dade has installed a plaque thanking the Alliance for financial support of the Town Creek Trail.

Bylaw Amendment – following discussion, resolution was tabled so William Back can redraft proposed Amendment, taking into account the comments from this meeting. [See attached Article III Board of Directors.](#)

NEW BUSINESS

Wayfinding Signage program. Sandy White: We have been in talks with Univ of Georgia regarding a consulting agreement for signage.

MOTION to Approve expenditure of \$20,000 from the current year Alliance marketing budget to pay for UGA signage study.

Moved by Marcy Williams

Seconded by Heath Cloud

Vote: Unanimous approval

Investor fee schedule. Sandy White: Sandy will present more detailed Investor structure at the next meeting. Harry Abell proposed minimum annual Investor amount of \$100.
[See attached proposed schedule.](#)

Retail Survey. William Back presented a market scale survey of a variety of retail businesss, showing that there does remain some possibility of attracting retail business to the Trenton area. The key issue is market population size, whether local or from area highways.

OPEN FLOOR

No items.

EXECUTIVE SESSION

MOTION to go into executive session to discuss personnel.

Moved by Marcy Williams

Seconded by Jane Dixon

Carried by the following vote: unanimous

MOTION to exit executive session.

Moved by Heath Cloud

Seconded by Harry Abell

Carried by the following vote: unanimous

POST-EXECUTIVE SESSION

MOTION to increase compensation as follows:

- Salary increase for President.
- Salary increase for Tourism Manager.
- Christmas / Year-end bonuses for both.

Moved by Marcy Williams

Seconded by Harry Abell

Carried by the following vote: unanimous

ADJOURNMENT AND NEXT MEETING	
Motion to Adjourn	Moved by William A. Back Seconded by Jane Dixon Vote: Unanimous approval
Next regular meeting	Tuesday, November 14, 2023, at 6:00 p.m., at a place to be determined and Zoom videoconference

ADMINISTRATIVE	
Attachments	<ul style="list-style-type: none">• President's Report• Proposed Bylaws Amendments• Wayfinding signage info page• Proposal regarding annual investment amounts
Submitted by	William A. Back, Secretary Note: These Minutes are unofficial until approved by the Board.