



ALLIANCE FOR DADE, INC.
REGULAR BOARD OF DIRECTORS MEETING MINUTES
TUESDAY, NOVEMBER 12, 2024

MEETING DATE	MEETING TYPE	MEETING LOCATION	QUORUM?
November 12, 2024	Regular	Dade County Administrative Meeting Room	Yes

PERSONS IN ATTENDANCE			
BOARD DIRECTORS AND OFFICERS	Name	Officer	Present
	George Williams	Chair	Yes
	Jane Dixon	Vice Chair	Yes
	Marcy Williams	Treasurer	Yes
	Dena Abell		Yes
	Harry Abell		Yes
	Heath Cloud		Yes
	Kathleen Reed		Yes
	Josh Ingle		Yes
	Carey Fauscett-Anderson		Yes
	Stacey Prater	Secretary	Yes
	Hans Pfunder		No
	John Rollins		No
STAFF	Sandy White	President/CEO	Yes
	Patricia Cloud	Welcome Center Mgr.	Yes
	William Back	General Counsel	Yes
GUESTS	Leisa Cagle	Potential Board Member	Yes
	Derek Heath	Integer Holdings Group	Yes
	Jordan Hennessy	Rackley Roofing	Yes

CALL TO ORDER, INVOCATION, AND ROUTINE MOTIONS	
Call to Order	By George Willians, Chair 6:00pm
Invocation	Harry Abell
Pledge of Allegiance	Harry Abell
Introduction of Guests	<p>George Williams, Chair Leisa Cagle - Potential Board Member - retired from McKee Foods</p> <p>Derek Heath - Integer Holdings Group- Potential Board Member</p> <p>Jordan Hennessey - Project Manager of Rackley Roofing - Jordan - explains Rackley Roofing - established since 1974 from Chattanooga, TN. Repairs, preventative maintenance, NCE, primary estimator or surveyor, Chattanooga and North Georgia is his area. George has invited him to become an investor of Alliance for Dade.</p>
Motion to Approve Minutes from meeting held on September 17, 2024	<p>Motion Made by Stacey Prater Seconded by Harry Abell Vote: Unanimous approval</p>

TREASURER'S REPORT

Financial Report by Marcy Williams

Bank reconciliation - No Discrepancies

Went through the income statement - pointed out office furnishings - almost all of the expenses for the furnishings refer to the new office furniture for the Historic Courthouse. These furnishing expenses will be reimbursed by the County.

Kathleen Reed commented about the TCT funding/advertising for the 1945 fair - people made Dade County a destination. This event was very successful.

Jordan Hennessey's comment was about hotel/motel tax. He asked about promotion for Cloudland Canyon - Sandy answered in saying that we do promote and support Cloudland Canyon - George said Cloudland Canyon is a huge draw. We only work from the tourism promotion side of things. Vendors need to be addressed to Cloudland DNR.

Motion to accept report: Harry Abell

Seconded by: Heath Cloud

Voted: Unanimous approval

PRESIDENT'S REPORT

See President's Report Attached.

COMMITTEE REPORTS

Public Arts Committee: Nothing to report

Governance Committee: Josh Ingle collected Board Director profiles and will put it in a spreadsheet, send it to Trish and she will send it to the board. The committee will make recommendations who we want to recruit as board members.

Workforce Development Committee: Hans Pfunder hosted the official meeting on October 22, 2024 at 6p at Trenton Pressing.

Alliance for Dade (AFD) Workforce Development (WFD) will offer forklift operation training. The class will be offered at Trenton Pressing by AFD. Start date and cost of training to be determined (TBD), training frequency will be every other month. Hans discussed at the meeting about starting a career center here in Dade County to match up the people looking for a job with businesses needing workers in the first stage. Start small and eventually have an independent building to have a place for classes and onsite training, professional environment, internships. It was also discussed in the WFD meeting to start a central hub to offer soft skill training for people to advance in their current job. Hopefully this will attract new and different businesses to Dade County. This is a scalable project. Potential email address of careers@alliancefordade.com to keep separate from tourism for people looking for jobs.

Dade Expo: Jolly Holidays

Jane Dixon reported - 102 booths, 86 vendors, \$5350 in sponsorship with Red Fox Service as the presenting sponsor.

2 things needed - (1)volunteers for Friday night. We have the young marines to come with 7-10 volunteers to help on Saturday morning and Saturday evening.

(2) additional 6 ft tables are needed.

Last Expo meeting will be on 11-18-24 at 11am at Guthries

Tourism Promotion Funding Committee.

There was one request: Lookout Mountain Cares, a division of Bridge Health - Cookies with Santa at the Dade County Public Library. The committee denied the request because it wasn't really tourism related. Sandy will follow up and offer to send out their flyer to the membership.

The Finance Committee: Nothing to report.

Executive Committee: Nothing to report.

OLD BUSINESS

Bylaws - William A. Back. - bylaws completely updated with all resolutions. Will be distributing the updated bylaws early 2025.

NEW BUSINESS

Christmas Parade: December 14th - Stacey to drive a corvette and be dressed as the Grinch and put AFD signs on the car doors.

Sandy asked if we could order magnetic logos for the car doors

Meeting schedule for 2025 - attached to financial report

The board agreed that 6pm was still a good meeting time.

January 21, 2025 meeting: Board will approve the 2025 budget and elect new board members to 3 year term

The November 18, 2025 meeting was moved because of Veterans day.

December Christmas Dinner is scheduled for December 17, 2024 at Canyon Grill.

OPEN FLOOR

Dena Abell asked if anyone saw the County Commissioners meeting online. Commissioner Hartline had concerns about the rent for the historic courthouse and thought it was too low. Carey Anderson explained that we will be on a 6 month lease and that he was concerned about what the unknown costs will be and thought that rent was entirely too low. We have a 6 month agreement to see what the actual expenses will be. Sandy White said that Don Townsend said Commissioner Hartline failed to remember when the renovation started and it would not come out of general funds. AFD is the official DMO for the County and per State Law, the official DMO and Welcome Center has to be in this building in order for the County to use hotel/motel funds for its maintenance and operation.

Jane asked if anyone else would be paying rent. Sandy answered - IDA will pay rent, but historic preservation commission will not due to the fact they are a county authority.

Light Up Trenton - November 30th at 6pm with lighting of the trees. Hope Worship Church to sing.

EXECUTIVE SESSION

Made Motion to go into Executive Session: George Williams

Seconded by: Marcy Williams

To discuss personnel

Motion to exit Executive Session: Josh Ingle

Seconded by: Kathleen Reed

Vote: Unanimous Approval

ADJOURNMENT AND NEXT MEETING	
Motion to Adjourn	Moved by Josh Ingle Seconded by Kathleen Reed Vote: Unanimous approval
Next Regular Meeting	Tuesday, January 21, 2025 at 6:00pm Dade County Administrative Building Commissioners Meeting Room

ADMINISTRATIVE	
Attachments	President's Report
Submitted by	Patricia Cloud - Recording Secretary Note: These Minutes are unofficial until approved by the Board.



PRESIDENT'S REPORT

ALLIANCE FOR DADE BOARD MEETING

November 12, 2024

Investor Report As of November 8, 2024 – 172 total investors: **New Investors (4):** Hollow Hill Creative, Ryckman Designs, Crossroad Tax Service, Gina Marisa Wellness. **Renewals(16):** David Keith, The Shop on Main, Alfa Insurance, EPB, Canyon Grill, Sand Mountain Towing, Madex Associates, Lookout Mountain Pottery, Red Fox, Thierry Flament, Georgia Power, Auntie Q's, Richard Nace, Friends of the Library, Lawson Medical and McBride's Bookstore. **Dropped (4):** Hawah Life (no response), Yogi's Exxon (selling the business, will try to contact new owner when sale is final.) Servpro (selling the business, will try to contact new owner when sale is final.) Tri-State Humane Society requested to be dropped.

Overdues

Dade County Health Department— change in contact—check coming

May Renewals

Charity & David Barton—3 notices

Individual—Sally Worland—2 notices

Jake Marshall—still working on it. Haven't responded to recent messages.

June Renewals

Tractor Supply—Manager paid personally last year, corporate will not pay, he may be getting transferred, Stop by to see him, he still wants to be a member, but said it may take some time.

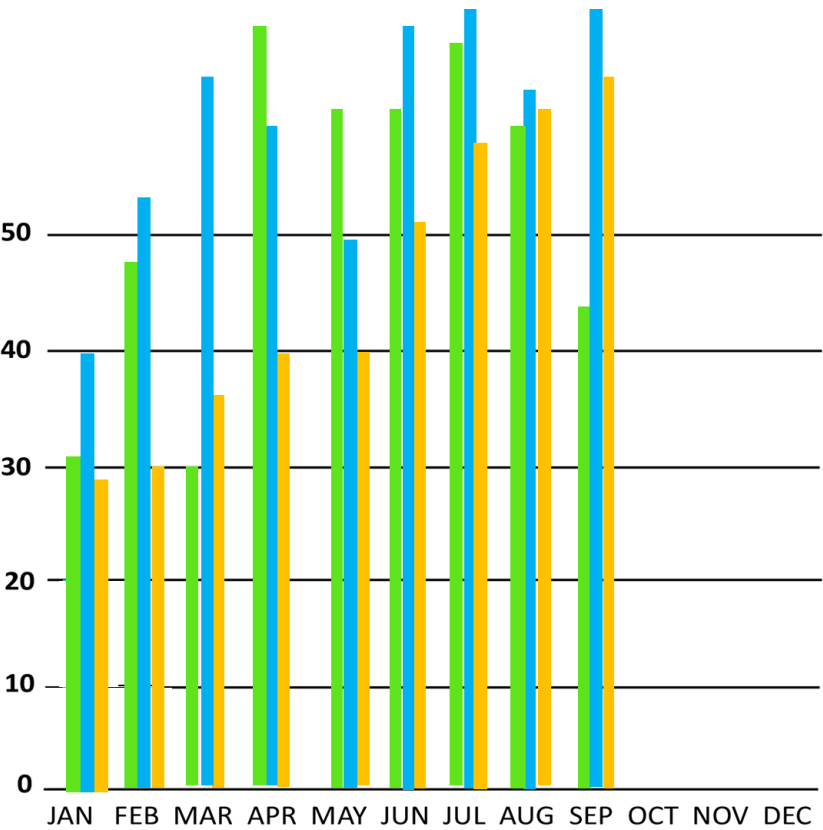
July Renewals

Andrea * Josh Cain—2 notices

Cayce Creations—2 Notices

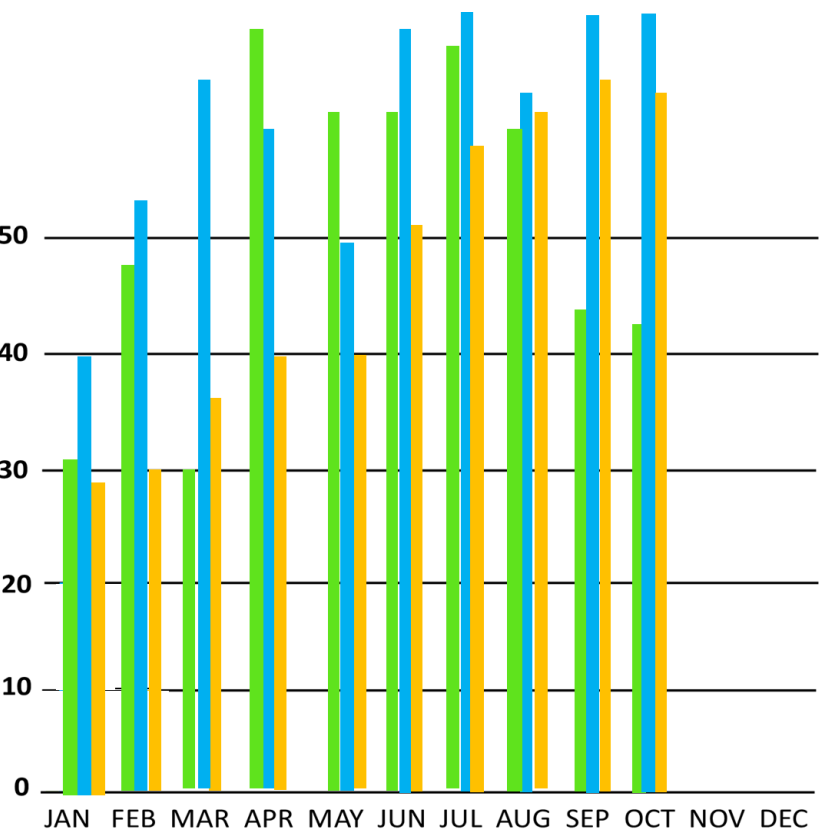
Facebook numbers: Reach for the last 60 days 21,000. We are up to 2200 in followers and 1400 page-likes. We have 396 in Instagram followers.

Welcome Center Stats for July and August are as follows:



September 2024
Welcome Center Stats

RESIDENTS 43
VISITORS 76
PHONE CALLS 68



October 2024
Welcome Center Stats

RESIDENTS 42
VISITORS 135
PHONE CALLS 67



BBB Co-op Billboard - November



CityScope Fall Ad



This ad or similar in multiple publications



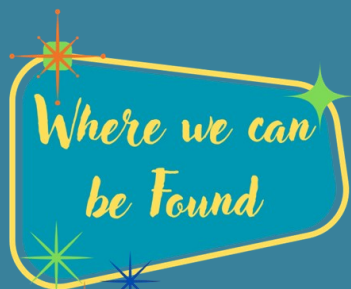
BBB Co-op Billboard - December



Discover Dade Fall Ad



BBB Co-op Billboard – January 2025



Chattanooga Billboards for October & November

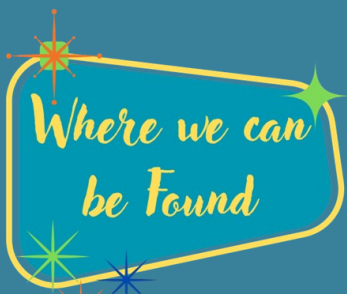


CityScope Winter Ad

Whether you're petting alpacas, learning to hang glide, taking a scenic drive down a winding mountain road, shopping in some wonderful boutiques, hiking to a waterfall, staying at a unique and cozy vacation spot or savoring some farm-fresh cuisine, you'll discover what locals already know... Dade County is so much fun that a weekend is never long enough!



Fall Southern Living Email Blast



Make Some Memories

START YOUR STORY HERE!

Your Adventure Starts Here

706.657.4488

Adventure Memories

We had a quiet time of the season and rode the beautiful trails at the beautiful Cascade State Park in Dade County. They were breathtakingly beautiful.

Explore the scenic views of the beautiful nature around you.

Relaxing we even managed to get in a SPA. Don't you know?

The journey is the destination.

This is the best road trip EVER! We packed food, some great nature spots, a great dog, and some wine. Stayed in a nice place. Dade County is a beautiful place to visit.

DADE COUNTY

Georgia State Parks Digital Guide Ad 2025

Light Up TRENTON
Holiday Celebration
HOLIDAY KICK-OFF
NOVEMBER 30TH

6:00PM - TREE LIGHTING
6:15PM - HOPE CHURCH WORSHIP CHOIR
SAND MOUNTAIN
VETERAN'S SQUARE, TRENTON, GA

Facebook &
Instagram
November
Ads

Light Up TRENTON
Holiday Celebration
DADE EXPO
DECEMBER 7, 2024
JOLLY HOLIDAY MARKET

Visit with Santa
1p - 3p
Holiday Photos 11a-3p

FREE!
Admission & Parking

Door prizes hourly
Make a holiday ornament
Face Painting

90 Holiday Vendor Booths

DADE COUNTY HIGH SCHOOL
300 Tradition Lane, Trenton, GA

- Since our last meeting we have had 1 ribbon cutting, Woodford at Glenview new housing development open house with investor Faircloth Realty.
- I conducted desktide visits with travel writers in the Atlanta area with our PR firm.
- Secured location for furniture deliver when we determined we couldn't put it in our new office yet.
- Attended the Northwest Georgia Good News Gathering hosted by GA Power. Updated the group on happens in Dade County.
- We have had two other influencers to come to Dade County for a visit. Reports will be coming soon.
- I have been working with Channel 3 , 3 Plus You host Julie Edwards and crew on filming tourism ads for Investor Stores. They will begin airing in November, December and January.

- Staff working on development and set up, along with the committee and helped launch the 4th Annual Dade Expo in December.
- Staff is also working on Light Up Trenton activities and other Christmas Promotions.
- While I was on vacation Patricia participated in an online seminar hosted by AARP called Livable communities Workshop- Designing for people of all ages.
- We have been proofing the new 2025 Visitor Guide. Also working on the website design proof as well.
- We have been making plans to host the Northwest Georgia Travel Association here in Trenton in December.
- We hosted a Lunch in Learn in November at the Civic Center. Dr. John Fuchko from Dalton State was our speaker.
- Staff regularly attends the Northwest Georgia Regional Travel Association monthly meetings that are held around the region.
- Staff is still working on our move into the courthouse.