



# ALLIANCE FOR DADE, INC. BOARD OF DIRECTORS REGULAR MEETING MINUTES

TUESDAY, MAY 6, 2025  
HISTORIC COURTHOUSE EVENT ROOM

## PERSONS IN ATTENDANCE

Quorum Present? **Yes**

	Name		Present
Board Directors and Officers	George Williams	Chair	✓
	Jane Dixon	Vice Chair	✓
	Stacey Prater	Secretary	
	Marcy Williams	Treasurer	✓
	William Back	General Counsel, ex-officio	✓
	Dena Abell		✓
	Harry Abell		✓
	Carey Fauscett-Anderson		✓
	Josh Ingle		
	Hans Pfunder		✓
	Kathleen Reed		✓
	Leisa Cagle		✓
	Mark Cagle		✓
Staff	Sandy White	President & CEO	✓
	Patricia Cloud	Welcome Center Manager	✓

## CALL TO ORDER, INVOCATION, AND ROUTINE MOTIONS

Call to Order	George Williams, Chair at 6:00 pm
Invocation	Kathleen Reed
Pledge of Allegiance	Harry Abell
Introduction of Guests	
Motion to Approve Minutes from meeting held on March 18, 2025	Motion by: Marcy Williams Second by: Leisa Cagle Vote: Unanimous approval
Motion to Accept Financial Report	Motion by: Kathleen Reed Second by: Leisa Cagle Vote: Unanimous approval

## TREASURER'S REPORT – Marcy Williams - Financials Attached

- Marcy said we are collecting sales tax at Cornerstone Gallery & Gift Shop, which will be remitted to the State of Georgia on a quarterly basis.
- The Gallery & Gift Shop receives 10% from the purchase price of consignment items. The remainder will be paid to the artist.

Motion to accept Treasurer's Report made by Harry Abell, Second by Jane Dixon, Vote: Unanimous approval

## PRESIDENT'S REPORT – Sandy White

Sandy pointed out that JFest (Christian music festival) is on May 17, 2025. The Alliance for Dade will have a booth there

as part of our marketing effort. See President's Report, attached.

Motion to accept the President's Report made by Marcy Williams, Second by Harry Abell, Vote: Unanimous approval

## TEAM REPORTS

**Workforce Development:** Presented by Hans Pfunder.

- He thanked Kathleen for talking to the fire department and what they can offer
- Hans wants to add first aid (April Awareness week) training - conducted by certified American Red Cross and Fire Safety Training (\$50 a person) for both industrial environment and restaurant (hospitality) businesses.
- He would also like to add a resume' writing class and connect with high school students
- He would ultimately like to develop a full year course of training

**Tourism Funding Team:** Presented by Carey Anderson. The following applications were received and reviewed

- Mingle on the Square \$185.32 - approved,
- Rising Fawn Studio Tours \$3,180 - approved,
- Back to School Market \$3500 - \$4,000 - denied because it was asking for funding that was not tourism related. The team asked Tasha Leake to rework her proposal to include only tourism promotion expenses.
- Lookout Mountain Flight Park - denied because it was not an event, but just regular advertising. They were advised to come back to AFD with an event.
- Carey Anderson explained tourism funding to the new board members.
  - Once the funding is approved for a group, we require that the Alliance for Dade logo be displayed on their marketing materials
  - The Alliance pays approved expenses directly to the vendors – we do not write checks to the organization to reimburse them.

**Dade Expo Team:** Presented by Jane Dixon. The team has met twice since the last board meeting. The next meeting scheduled for June 27, 2025 will be rescheduled for June 20, 2025 at 11a.

**Two Mountains Fine Art Team:** Presented by Marcy Williams.

- The Art show will be on August 9, 2025. The Art show accepts registrations by invitation only, which is different from Dade Expo.
- Six artists and one sponsor have signed up already.
- We will need volunteers for the Art Show - Friday August 8th and Saturday August 9th. Please tell Marcy if you know groups or individuals who would be willing to help out.

**Destination Dade Travel & Tourism Tradeshow Team:** Presented by Sandy White.

- She reported that 18 vendors have signed up and they will have items to give away.
- The tradeshow is on May 10, 2025 from 2p – 5p. J103 will do a remote radio show on that day from the Historic Court House site.

**Finance Team:** Presented by George Williams. The Finance Team met to review the bank reconciliations and found no discrepancies.

**Hawthorn Project:** Presented by George Williams.

- He reported that the Hawthorn Project had their fundraising Gala on March 30. It was a very nice evening

and went very well.

- Once school is out for the summer, the Hawthorn team will meet with Amelia Anderson and LG Wylie to start next steps in the program.

## NEW BUSINESS

Election of Officers. Josh Ingle, chair of the Governance Team, presented a slate of officers at the March board meeting: George Williams Chair, Jane Dixon Vice Chair, Marcy Williams Treasurer, and Harry Abell Secretary.

Vote: Unanimous approval of Slate as listed.

Mission Statement and Strategic Objectives. George Williams proposed a new Mission Statement, “To enhance Business, Tourism, and Community” for consideration. Kathleen Reed proposed “Targeting business growth, Promoting tourism adventures, Enhancing community involvement.” An ad hoc team - (Kathleen Reed, Leisa Cagle and Harry Abell – will review potential new mission statements and come back to the July meeting with their recommendation.

George presented revised Strategic Objectives:

- Engage the Community
- Develop the Workforce
- Promote Tourism
- Sustain the Organization.

Motion made to accept Strategic Objectives by Harry Abell, Second by Leisa Cagle

Vote: Unanimous approval

Personnel. The Executive team met prior to the board meeting to review Sandy White’s proposal to hire a part-time person to work in the Cornerstone Galley & Gift Shop for 2 days a week with one of those days being a Saturday. The Executive Team approved this request and asked the board to help look for a good person.

## OPEN FLOOR

Hans asked, if Trenton Pressing donates to BETA Club, could they require them to volunteer for AFD events. Carey said the BETA Club rules have changed about volunteering and they cannot accept donations

Hans commented about how good the new website looks.

## ADJOURNMENT AND ADMINISTRATIVE

Motion to Adjourn at 6:45 pm	Motion by Kathleen Reed Second by Harry Abell Vote: Unanimous approval
Next Regular Meeting	Tuesday, July 8, 2025 at 6:00 pm Dade County Historic Courthouse Event Room on 2 <sup>nd</sup> floor
Attachments	Financial Reports President’s Report
Submitted by	Patricia Cloud, Recording Secretary
<i>Note: These Minutes are unofficial until approved by the Board</i>	