



## BOARD MEETING MINUTES

MEETING DATE	MEETING TYPE	MEETING LOCATION	QUORUM?
August 18, 2020	Regular	Zoom Videoconference	Yes

PERSONS IN ATTENDANCE				
	Name	Officer Title(s)	Present	Absent
	INTERIM BOARD MEMBERS & OFFICERS	Kathleen Reed	President	√
George Williams		Vice President	√	
Harry Abell		Treasurer	√	
Jane Dixon		Secretary	√	
Dena Abell			√	
Nelson Eash			√	
Sue Gridley				√
Josh Ingle			√	
Jeff McBryar				√
John Rollins			√	
Marcy Williams			√	
Bob Woods			√	
Dan Zink				√
COMMITTEE MEMBERS AND GUESTS	Name	Capacity or Organization		
	Brooke Lacy	Director of Operations, Alliance for Dade	√	
	Carey Anderson	Dade County	√	
	Christina Thoreson	Chattanooga Vacation Rentals	√	
	Katie Bien	Chattanooga Vacation Rentals	√	
	Jen Richards	Chattanooga Vacation Rentals	√	

CALL TO ORDER AND ROUTINE MOTIONS	
Call to Order	By Kathleen Reed at 6:01 pm
Invocation	Josh Ingle
Motion to dispense with the reading of and Approve the Meeting Minutes of August 4, 2020	Moved by Kathleen Reed Seconded by George Williams All present approved
Motion to Approve the Financial Reports	Moved by Kathleen Reed Seconded by John Rollins All present approved

### COMMITTEE REPORTS – SEE ATTACHED REPORTS THAT WERE SUBMITTED PRIOR TO THE MEETING

Welcome Center. Marcy Williams shared photos of the Dade County map that was framed by Charles Mahan at minimal cost (\$30) and photos of the large canvas banners from a previous Trenton Arts Council project that are displayed in the back hallway at the Welcome Center.

Finance. Harry has agreed to handle the quarterly and annual reporting for the old Chamber of Commerce bank account, rather than paying an outside accountant to do the minimal work required.

Signage. Nelson Eash reported that blue signs with white lettering see to stand out the best. Copy is not finalized, but the preference is for “Welcome Center”. Nelson is still working with the state regarding materials and cost. The County may be able to help with the expense. Monda Wooten at the Trenton City Commission was very helpful in getting the old Chamber of Commerce signs around town removed.

Business Services. Jane Dixon asked George Williams to report on the meeting with Nathan Wooten regarding the Business Expo. Nathan told us that last year’s Expo had about 95 exhibitors and 800 attendees. Fees for exhibitors were \$50 for 3 booths, \$40 for 2 booths, and \$25 for 1 booth. Non-profits were not charged. Dade County businesses were given first priority, and exhibitors had exclusivity by category. Food vendors were on site from 10am to 12:30pm. Volunteers helped setup (6), during day (6), and takedown (6). Can also use trustees from the county jail. Nathan paid \$2,000 from his own pocket toward the cost of the event and has offered to do that again this year. Discussion ensued and the board thinks we should structure the event to cover the costs without asking Nathan for a contribution. If he wished to make a DONATION to the Alliance, that would be perfectly acceptable. It was suggested that we poll the exhibitors from last year and ask if they are interested in doing it again, are they willing to wear masks, do they understand that attendance may not be as high as last year. Further discussion was tabled until the next meeting.

Tourism. Marcy Williams reported that she, George Williams, and Bob Woods have an interview scheduled with candidate for our Tourism Ambassador position to work Saturdays at the Welcome Center.

Website. Harry Abell repeated that we need photos and videos for the website. The site is nearly finished – asked everyone to review it and make suggestions. Carey Anderson brought up the “Dade Beautiful” photo contest and asked if the Alliance would like to take over that project. Board agreed to table for future consideration.

Publicity. Jane said the committee is focusing on the Alliance launch and the Business Expo. She suggested that we show the new website at the next County Commission meeting.

Membership. George Williams reminded board members to review the Investor Campaign list and sign up to contact those businesses with whom they have some connection. His committee will develop a packet to use when approaching potential investors – will be ready by the next board meeting.

Economic Development. John Rollins had no report.

#### **DISCUSSIONS AND OTHER MOTIONS**

Dade Events. Jane Dixon will contact the Library and the Bank of Dade and ask them to provide details about Trick or Treat Alley and the Christmas Parade to Brooke so she can answer questions about the events.

Jane will pick up a copy of the Restaurant spreadsheet that Brooke prepared that shows who is open and for what services and share it with city and county offices.

Visitors from Chattanooga Vacation Rentals thanked the Alliance for our efforts and left the videoconference.

#### **EXECUTIVE SESSION**

Kathleen Reed closed the regular meeting and the board went into Executive Session to discuss a personnel matter.

<b>ACTION ITEMS ASSIGNED</b>		
	Person Responsible	due
Submit photos and videos for website!	All board members	NOW!
Develop design for new signage and determine cost	Nelson Eash	9/1
Sign up to contact businesses to become investors	All board members	NOW!
Develop Investor Campaign packet	Membership Committee	9/1
Develop Investor Welcome packet	Membership Committee	9/1

<b>ADJOURNMENT AND NEXT MEETING</b>	
Motion to Adjourn at 7:25 pm	Moved by Kathleen Reed Seconded by Jane Dixon All present approved
Next Meeting	September 1, 2020 6:00 pm Zoom videoconference

<b>ADMINISTRATIVE</b>	
Attachments	Committee Reports Cash Flow Report
Respectfully submitted by:	Marcy Williams, Recording Secretary



**TREASURER REPORT – Harry Abell**

The paycheck for the Director of Operations was processed and then deposit in her personal account using our bookkeeping software. Software was purchased for the website totaling \$165.99 (\$200 was approved in a previous meeting). Petty Cash of \$100 was written off on the Dade Chamber of Commerce account.

**WELCOME CENTER – Marcy Williams**

If you haven't already stopped by to see the Welcome Center, please do so! Brooke Lacy, Director of Operations, is there Monday thru Friday. We have started the search for a person to work on Saturdays from 10 - 2. If any board member has a suggestion, please pass it along to Marcy! Our goal is to find the Saturday person by early September.

The committee met with Jennifer Blair from the Tri-State Heritage Arts and Culture Coalition. Jennifer has supplied banners from the 2006-2010 Trenton art project which are displayed in the Welcome Center. Her team is working on providing additional artwork for the Center.

Brooke and the Welcome Center Committee are working on a plan to invite Dade County officials and Trenton City officials for an open house.

**WEBSITE – Harry Abell**

We need your photos and videos for our website. To make it convenient you can upload them at this site <https://alliancefordade.com/media/> the password is 4A4D2Use! (the apostrophe at the end is part of the password)

Software for the Alliance for Dade website was purchased recently.

- Kalium Theme \$62
- Elementor Pro \$49
- WP Rocket \$50
- WP Media \$4.99
- \$165.99

Two hundred dollars was approved by the Board previously for Web expenses.

If you wish to enter your volunteer hours you can do that now by logging in [here](#). If you do not have a user ID let Harry know. A screen for investors to use for signing up and paying the Investment fee can be found [here](#). George will let us know when we should use it.

**BUSINESS SERVICES – Jane Dixon**

The Business Services Committee met with Nathan Wooten by Zoom to discuss the option of the Alliance For Dade to sponsor the Business Expo in December of 2020. The Business Service Committee will present to the Board the information obtained from Nathan Wooten and is prepared to make a motion based on Board members decisions. Plans are to meet again August 31 by zoom.

**SIGNAGE – Nelson Eash**

Here are a few places for sign placement. We can discuss the placements and the content on the signage. Nelson is sourcing someone to make the signs and determining from whom we need permission for each placement.



Monument Sign



Roadside Sign



1



2



3



4



5



6



7



10

8

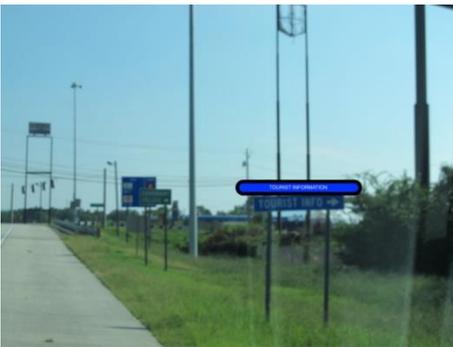


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**MEMBERSHIP – George Williams**

The Membership Committee has attached the latest update for Investor Contacts, please review and make sure we have you assigned to the proper contact.

Work will begin on a new investor packet, which will be reviewed at the next Board meeting. This packet will be used to get investors to join the Alliance.

Goal to start enrollment program will be after our next Board meeting.

**Cash Flow Report**  
**Monday 8/3 – Monday, 8/17**

Date	To	For	Expense	Deposit	Balance
8/10	Katherine Fox	Contractor final payment	(153.00)		\$11,062.39
8/10	Trenton Properties LLC	Rent	(250.00)		\$10,812.39
8/10	George Williams	Reimbursement – WC expenses	(141.87)		\$10,670.52
8/11	Chamber Dashboard	Software for website	(189.00)		\$10,481.52
8/11	Katherine Fox	Contractor final payment	(8.50)		\$10,473.02
8/12	GACCE	Video training course	(150.00)		\$10,323.02
8/12	Payroll – Wave	Brooke Lacy payroll	(446.01)		\$9,877.01
8/13	PayPal	Setting up online membership payments (deposited in Paypal)	(50.00)		\$9,827.01
8/13	DCC	Long Distance	(3.02)		\$9,823.99
8/14	Envato	Software for website	(62.00)		\$9,761.99
8/14	Dade County Sentinel	Newspaper ad – help wanted	(20.00)		\$9,741.99
8/16	Chamber Dashboard	Refund – software		189.00	\$9,930.99
8/16	Elementor	Software for website	(49.00)		\$9,881.99