



BOARD MEETING MINUTES

MEETING DATE	MEETING TYPE	MEETING LOCATION	QUORUM?
September 15, 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		
	William Back	Dade County	√	
	Janet Cochran	Center for Rural Prosperity, NW Georgia	√	
	Cheryl Smith	Dept of Agriculture – tourism programs	√	

CALL TO ORDER AND ROUTINE MOTIONS	
Call to Order	By Kathleen Reed at 6:02 pm
Invocation	Bob Woods
Motion to dispense with the reading of and Approve the Meeting Minutes of September 1, 2020 as amended to record end of Executive Session	Moved by Kathleen Reed Seconded by George Williams All present approved

Guest Cheryl Smith suggested that the Alliance look into joining the Northwest Georgia Travel Association. Her email address is Cheryl.smith@agr.georgia.gov. Guest Janet Cochran (email janet.cochran@abac.edu) suggested that the Alliance join the Georgia High Country organization (georgiahighcountry.org)

COMMITTEE REPORTS – ATTACHED

Additional comments:

William Back mentioned that Robert Wardlaw in Walker County is open to signage in Walker County directing people to attractions in Dade County and vice versa.

William also said that part of the Business Services Committee is to make sure all materials are “pro-business”.

BUSINESS EXPO

George Williams raised a concern about an in-person Business Expo, citing Covid-19 restrictions and the expected loss of \$1,400 on the event. We discussed asking previous event vendors about whether or not they are willing to participate this year given the restrictions that will be in place. Jane offered to contact Gross Furniture and Bottom Dollar Tools, two of the largest vendors last year. We determined that we would have to contact at least fifty previous event vendors and get their feedback.

Could we do a virtual event? William Back said he will check out the Northwest Georgia Technical College virtual job fair to see if we could learn from that.

DISCUSSIONS AND OTHER MOTIONS

Future Board Meetings. Discussion regarding whether or not the board should continue with twice-monthly meetings. Kathleen Reed moved that the board meet once per month on the first Tuesday; George Williams seconded the motion, and all present approved.

EXECUTIVE SESSION

At 7:08 PM, Kathleen Reed moved that we adjourn the regular meeting and go into Executive Session; Marcy Williams seconded the motion and all present approved. Guests Janet Cochran and Cheryl Smith left the meeting. Kathleen Reed chaired an Executive Session to discuss a personnel matter.

At 7:45 PM, Kathleen Reed moved that we adjourn the Executive Session and return to the Regular Session; George Williams seconded the motion and all present approved.

OPEN FLOOR

Discussion around "Issue Advocacy" – how can the Alliance use the Census issue to help get the name of the Alliance out to the public?

ADJOURNMENT AND NEXT MEETING	
Motion to Adjourn at 8:00 pm	Moved by Kathleen Reed Seconded by John Rollins All present approved
Next Meeting	October 6, 2020 6:00 pm Zoom videoconference

ADMINISTRATIVE	
Attachments	Committee Reports Budget pro forma
Respectfully submitted by:	Marcy Williams, Recording Secretary



FINANCE – Harry Abell

No report.

WELCOME CENTER – Marcy Williams

We held our official Ribbon Cutting Ceremony at the Welcome Center following a light breakfast meeting at the Dade County Commission Meeting Room. Ted Rumley, Alex Case, Jerry Kyzer, Carey Anderson, William Back, Dr. Jan Harris, Carolyn Bradford, and Joe Chambers from the Sheriff's office all attended. Kathleen Reed and George Williams gave them an overview of the Alliance and Ted and Alex both expressed their support for our organization.

Our Director of Operations, Brooke Lacy, has resigned, citing personal issues. Titus Cartwright has been able to fill some of the time slots and Marcy, Harry & Dena Abell, and Bob Woods have volunteered to keep the Welcome Center open during our advertised hours.

TOURISM – Marcy Williams

Our goal is to make TOURISM the #1 industry in Dade County. Carey Anderson, William Back and I met with Spencer Hogg from the NW GA Joint Development Authority on September 3 to talk about formation of a joint Tourism Board with Walker, Chattooga, and Catoosa counties. Spencer will be setting up a meeting with all parties.

MEMBERSHIP – George Williams

Membership committee started today with Investor meetings:

Schedule for meetings:

- Tuesdays 9-15, 9-22, 9-29, 10-6
- Wednesdays 9-16, 9-23, 9-30
- Thursdays 9-17, 9-24, 10-1

Meetings begin at 8 AM with a light breakfast and will last about 45 minutes. Location for meetings first week in the Dade County Commission Room, all other meetings will be held in Trenton United Methodist Fellowship Hall at 12500 North Main Street, Trenton. All board members are encouraged to attend as many meetings as possible.

To date, we have

3 Champion Investors (\$1,000): Citizen's Bank, Integer, and City of Trenton

1 Patron Investor (\$500)

3 Business Investors (\$150)

3 Senior Investors (\$50)

All board members are expected to become investors, at whatever level they feel is comfortable. Sign up on the website (alliancefordade.com) or contact Marcy and she will help you sign up. Payment can be by credit card, check, or cash.

BUSINESS SERVICES – Jane Dixon

No committee meeting-available to plan with George the Business Expo.

BUSINESS EXPO – George Williams

Date has been set and confirmed for Saturday, December 5, 2020.

Vendor Showtime (poles and drapes) has been scheduled for this date. I asked them to review our floor plan to see how we might be able to lower our costs. Showtime does not require any deposit up front; therefore, if the event should be cancelled due to school closing, the Alliance will not be out any money.

I feel before we move forward, we need to ask, “Should we do the event at all?” Many indoor events have cancelled and outdoor event as well - New Salem has cancelled their outdoor festival this year. Are we doing the right thing? Could we move it to an Easter event? Your thoughts before I move forward?

WEBSITE – Harry Abell

Marcy presented the website at the Trenton City Commission meeting on Monday, 9/14 and it was favorably received! Work continues to further develop the site.

PUBLICITY – Jane Dixon

Chairperson, committee member and board members continue to attend County and City commissions meetings once a month to provide updates on the progress and future activities of the Alliance. We are so proud of our website and Harry presented to the County Commission. Newspaper ads and marquee postings on 3 and 1 pending, will announce Alliance for Dade -Coming Soon or Join Now. As Chair of the Welcome Center Committee Marcy provided a news release for the ribbon cutting at the first breakfast investor meeting.

SIGNAGE – Nelson Eash

Nothing new to report working on sign placement and costs with the GDOT.

ECONOMIC DEVELOPMENT – John Rollins

No report.