



## Alliance for Dade, Inc. Minutes of Meeting

MEETING DATE	MEETING TYPE	MEETING LOCATION	QUORUM?
November 3, 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	√	
	Marcy Williams	Recording Secretary	√	
	Dena Abell		√	
	Nelson Eash		√	
	Sue Gridley			√
	Josh Ingle		√	
	Jeff McBryar			√
	John Rollins		√	
	Bob Woods		√	
	Dan Zink			√
	Name	Capacity or Organization		
COMMITTEE MEMBERS AND GUESTS	William Back	Dade County	√	
	Beverly Phillips	unknown	√	

CALL TO ORDER AND ROUTINE MOTIONS	
Call to Order	By Kathleen Reed at 6:00 pm
Motion to dispense with the reading of and Approve the Meeting Minutes of October 6, 2020	Moved by Harry Abell Seconded by George Williams Approved by all present
Motion to Approve the Financial Report	Moved by Marcy Williams Seconded by Bob Woods Approved by all present

### COMMITTEE REPORTS – ATTACHED

Additional Comments:

Finance Committee Report. Jane Dixon moved to approve payment of two expense reimbursements (\$511.62 and \$126.93) to George Williams related to Investor Campaign meetings. Josh Ingle seconded, and all present approved.

Harry Abell requested approval to spend \$199 to get one-on-one training from our accounting software system, Waveapps. Nelson Eash moved to approve, Bob Woods seconded, and all present approved.

Membership Committee. George Williams mentioned that two more Patron Investors signed up this morning, bringing our total number of investors to 42.

## **DISCUSSIONS AND OTHER MOTIONS**

### **Light Up Trenton.**

Jane Dixon asked Harry about how to submit expenses. Kathleen reported that she looked into giving a plaque to each Light Up Trenton participant – a 5"x7" plaque will cost \$8 each. She estimates we will need approximately 100 plaques. A trophy for the winner of the decorating contest will cost approximately \$20-30. Jane asked Kathleen to work with Dena Abell to get a total estimate for award expenses and submit it to treasurer Harry Abell.

Kathleen, Jane and Dena will discuss the decorating judging criteria submitted by the TriState Heritage Arts & Culture Coalition. Marcy moved that the board let that committee decide on the final criteria, Nelson seconded, and all present approved.

Kathleen reported that the Christmas Parade WILL happen this year in Trenton. She asked if the Alliance should enter a float in the parade. The group felt that we should focus our efforts on our Light Up Trenton event. Marcy moved that we NOT enter a float, Bob Woods seconded, and all present approved.

### **Georgia Chamber of Commerce.**

Marcy Williams reported that two businesses are taking advantage of the SMART medical insurance program through the Georgia Chamber of Commerce. One requirement is that they must be a member of their local chamber. Both of them have joined the Alliance. Now the Alliance must join the Georgia Chamber of Commerce. Marcy moved that the Alliance join the Georgia Chamber (\$500 annually), Harry seconded, and all present approved.

### **Alliance Representation at City and County Commission meetings.**

The board agreed that both the County and the City are now well aware of the Alliance. We should limit our presentation at future meetings to one or two key points, presented by one person. For this week's County Commission meeting, George will present the Commission with a Welcome Packet for investing at the Champion level. Jane and Kathleen will discuss in advance and decide who will cover the Light Up Trenton event details for the Commission.

### **Sheriff's Office Fundraiser and other fundraisers.**

Marcy asked if this is something the Alliance should consider and what our position will be on all future requests for donations to fundraisers. Jane mentioned that the Optimist Club has participated in many fundraising dinners, but each attendee pays his or her own way. Kathleen noted that we should support the Sheriff's Office and we may gain them as an Investor in the Alliance. She suggested that the Alliance pay \$250 toward a \$500 Gold Circle table, and eight individuals pay \$31.25 each. We tabled the decision until the December meeting, when we will finalize who is willing to attend.

### **Planning the Future.**

George Williams said we need to start thinking ahead about what the Alliance should accomplish in the next year. He asked each board member to submit 3-5 ideas to the board officers by November 16. The officers will review the ideas and prepare a recommendation for the December board meeting.

**OPEN FLOOR**

Jane Dixon said that Evan Stone, who owns a newspaper, radio station, and tv station, asked if he could trade advertising for a Business or Patron Investor membership in the Alliance. The board decided that George, as chair of the membership committee, should be the one voice to talk to Evan. Jane and George will discuss in advance, and George will contact Evan.

William Back said that a meeting is set for Friday, November 6 at 10:30 am with two UGA graduate students who have selected Dade County as the focus of their assignment on sustainable tourism. William, Carey Anderson (Dade County), Jennifer Blair (THACC), Kathleen Reed, Marcy Williams and Brad Gibson (Cloudland Canyon State Park Manager) will participate in the call. William asked if anyone else would like to be included. Marcy will set up the Zoom call.

<b>ADJOURNMENT AND NEXT MEETING</b>	
Motion to Adjourn at 6:51 pm	Moved by George Williams Seconded by Kathleen Reed Approved by all present
Next Meeting	December 1, 2020 Zoom videoconference

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

**Alliance for Dade  
Profit and Loss  
4-30 to 10-31 2020**

**Income**

Cash on hand	\$	50.00
Income-DMO	\$	3,195.56
Income-RVIC	\$	15,492.46
Investments – Interest	\$	2.45
Donation	\$	200.00
Investor Payment - Check	\$	2,500.00
Investor Payment - Credit Card	\$	6,775.00
Miscellaneous Revenue	\$	42.79
<b>Total Income</b>	<b>\$</b>	<b>28,258.26</b>

**Expense**

Advertisement	\$	58.70
Contract Services	\$	383.52
Education	\$	150.00
Insurance for Welcome Center	\$	172.00
Legal Fees	\$	700.00
Membership Dues	\$	125.00
Merchant Account Fees	\$	223.68
Office Supplies	\$	474.50
Payroll Employer Taxes	\$	503.36
Payroll Fees	\$	146.50
Payroll Gross Pay	\$	4,919.73
Postage & Delivery	\$	135.00
Rent Expense	\$	1,500.00
Repairs & Maintenance	\$	580.20
Tax Filing Fees	\$	19.96
Telephone & Internet	\$	1,140.45
Utilities - Electric	\$	1,083.58
Web & Social Media	\$	583.10
<b>Total Expense</b>	<b>\$</b>	<b>12,899.28</b>

**Net Profit**

**\$ 15,358.98**



## Committee Reports November 3, 2020

### **FINANCE – Harry Abell**

I recommend approval of two expense reports submitted by George Williams as follows:

- \$511.62 for Investor Meetings – food and supplies
- \$126.93 for postage, cleaning supplies, items for ribbon cutting

I received notice from the Internal Revenue Service that taxes are owed from the 2018 end of year filing and penalties have been accessed. This is for the Dade County Chamber of Commerce (not the Alliance for Dade, Inc.) The total amount paid was \$25.78. Money will be transferred from the Alliance account to the Dade County Chamber account so this can be paid. A check (found at the

Welcome Center dated in April of 2019 made out to the IRS) was never mailed.

I received notice from the Georgia Department of Labor that the second quarter 2020 withholding tax had not been filed for the Dade County Chamber of Commerce. I spoke with Nancy Anderton our former bookkeeper and she said she did not file that report (she did). After extensive research I found the amount on the report and obtained access to the proper account (so I can file any subsequent reports). No penalties accessed.

There are two different accounts with the State of Georgia.

- One is to file unemployment tax – I have access to this account for Dade County Chamber and for Alliance for Dade (filed affidavit last month). The website for this is <https://eresponse.gdol.ga.gov/idp/sso/employer/login?> - Department of Labor
- The other is to file withholding tax – I now have access for Dade County Chamber (it was locked with our former bookkeeper as the administrator). Nancy Anderton was polite and helpful when I spoke with her on several occasions. After many hours of work this has been resolved. The website for this is [https://gtc.dor.ga.gov/\\_/](https://gtc.dor.ga.gov/_/) - Department of Revenue

The two reports above must be filed quarterly with an additional annual filing. Sales tax must be filed monthly and is done on the Department of Revenue website listed above. There are two separate account IDs and passwords – one for the old Dade County Chamber of Commerce and a different one for the Alliance for Dade, Inc.

Trenton Telephone was paid twice for the same bill because the bank was scheduled to send a check within 5 to 7 days, and it was over 14 days before the check was received. We received a disconnect notice, so I paid the amount with our debit card on Saturday. On Monday, the check was received, and we now have a credit for our future bills.

Our telephone line was changed at the Welcome Center from a traditional land line to what is called Voice over IP (VOIP). This provides more features and will also reduce our costs each month.

Our bookkeeping software includes payroll, credit card payments and more and has been a very good tool. A change waveapps made in their software has resulted in problems for many people. I have spent many hours and sleepless nights trying to reconcile the books. Since we started taking credit cards the difficulty has increased. The support available is read on-line documents or emailing the company (trouble ticket). Previously they responded within a day or two to a ticket. Recently it took ten days for the first response that required a second response and that took four more additional days. I am hopeful they will find a fix for this problem soon.

### **WELCOME CENTER – Marcy Williams**

Welcome Center has been decorated for autumn – stop by and see the window display Titus has created! He is already planning the Christmas window display.

### **TOURISM – Marcy Williams**

We received an inquiry from two UGA graduate students who are taking a course on sustainable tourism. They have selected Dade County as the focus of their assignment. William Back contacted them for us and will set up a Zoom call with the students, representatives from the Tourism Committee, representative from THACC, and others. When their projects are complete, they will share their suggestions with us.

### **BUSINESS SERVICES – Jane Dixon**

Business Services: Requesting an open discussion concerning directions for the next few months concerning events that specifically relate to our investors .

The "Light Up Trenton" is well under way and an update will be given to all concerning business flyers content and distribution, request approval of trophy for best decorations, next contact with businesses, and input from Kathleen concerning vendor notifications for "Light Up Trenton."

### **PUBLICITY – Jane Dixon**

Publicity: We have been very broad with our publicity. The Sentinel has run ad. we purchased, during our Investor Campaign. They included article for free concerning the " Light Up Trenton:", next week should be a picture and article concerning Trenton City joining Alliance, an article should be included next week concerning "Light Up Trenton" with a picture. A number of board members have been attending City and County Commission meetings- mission accomplished, we could cut back and Publicity Chair attend as representative but anyone else welcome. Other publicity is in the making to include TV with Board members participating for "Light Up Trenton". Open to group ideas. Flyers have been distributed to key businesses on a specific map route that Cary designed. Harry, Dena , Jane and community volunteer Amelia Anderson have distributed to all businesses one flyer and to some a second flyer and a word of encouragement for businesses to consider joining the Alliance - noting the connection between Alliance and "Light Up Trenton".

### **WEBSITE – Harry Abell**

Marcy and I have evaluated software to enhance the Investor Directory. A conclusion on what would be the best will require further analysis. The analysis is "back end" oriented and I have not had time with the huge number of hours I spent on financial matters this month. A solution that will provide desirable enhancements may be determined and implement prior to the end of the year.

If you wish to enter your volunteer hours you can do that now by logging in [here](https://alliancefordade.com/portal) (<https://alliancefordade.com/portal> ) You must be logged in first. If you do not have a user ID let Harry know.

### **SIGNAGE – Nelson Eash**

I have been in contact with Stanley McCarley about the signs on the interstate. We have two signs down on the northbound, south of our exit and I have asked him for a time frame on getting them reinstalled. I have also asked him for some more guidance on the state roads.  
Nothing else to report.

### **MEMBERSHIP – George Williams**

Investor Campaign breakfast and after-hours meetings were completed at a cost of \$545 for food and supplies (original estimate was \$1,270).

Currently working on an Investor campaign to roll out after the holidays. This campaign will involve Board members making calls on businesses where they know the business owners/decision makers to get them to invest. Also working on a handout to be used during these personal calls.

Currently the Light Up Trenton team is calling on businesses to participate and sometimes doing a light sell of the Alliance. Goal would be to get 11 more Investors by December 2020.

The Alliance Business Services and Membership Committee need to jointly develop plans for seminars/webinars and networking events via ZOOM.

Current Investor Count – total revenue from Investors: \$9,275 plus a \$200 donation.

	Paid	Complimentary	Likely to Join
Champion	5	1	1
Patron	2		
Business	14		6
Non-Profit	9	1	2
Individual	1		
Senior	6	1	
Student	0		
	<b>37</b>	<b>3</b>	<b>9</b>



## BOARD MEETING AGENDA TUESDAY, NOVEMBER 3, 2020

Join Zoom Meeting

<https://us02web.zoom.us/j/89413231670?pwd=U2RFTzRETdJVYU9SZHB6OHdJRINwQT09>

Meeting ID: 894 1323 1670 Passcode: 764505 Phone 646-876-9923

**Prior to the meeting, please review and be prepared to discuss/approve:**

- Prior Meeting Minutes
- Financials
- Committee Reports

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### Call to Order

Kathleen Reed, President

### Invocation

Harry Abell

### Approve Minutes from October 6, 2020 Board Meeting

Jane Dixon, Secretary

### Financial Report

Harry Abell, Treasurer

### Committee Reports

*Please review the Committee Reports before the board meeting – we will cover only questions or clarifications about the reports during the board meeting.*

### Discussion

Georgia Chamber of Commerce membership	Marcy
LIGHT UP TRENTON judging criteria and judges	Kathleen / Jane / Dena
Dade Christmas Parade – Alliance float?	Kathleen
Alliance Representation at City & County meetings	Jane
Sheriff's Office Fundraiser & Other Fundraisers	Marcy
Planning the future	George

### Open Floor

### Adjourn

**Next Meeting: Tuesday, December 1, 2020 6:00 PM - Zoom videoconference**