



## BOARD MEETING MINUTES

August 3, 2021

MEETING DATE	MEETING TYPE	MEETING LOCATION	QUORUM?
August 3, 2021	Regular	Zoom videoconference	Yes

PERSONS IN ATTENDANCE				
	Name	Officer Title(s)	Present	Absent
BOARD DIRECTORS & OFFICERS	George Williams	Chair	✓	
	John Rollins	Vice Chair	✓	
	Harry Abell	Treasurer <i>joined at 6:19 pm</i>	✓	
	Marcy Williams	Secretary	✓	
	Dena Abell	<i>joined at 6:19 pm</i>	✓	
	Charity Barton			✓
	Jane Dixon		✓	
	Dorinda Moon		✓	
	Chad Payne			✓
COMMITTEE MEMBERS AND GUESTS	Name	Capacity or Organization		
	William Back	Legal counsel	✓	
	Sue Gridley	Public Art Committee Chair	✓	

CALL TO ORDER AND ROUTINE MOTIONS	
Call to Order	By George Williams at 6:02 PM
Invocation	Jane Dixon
Motion to dispense with the reading of and Approve the Meeting Minutes of July 13, 2021	Moved by Jane Dixon Seconded by Marcy Williams All Board Directors present approved
Motion to Approve the Financial Reports	Moved by John Rollins Seconded by Jane Dixon All Board Directors present approved

### COMMITTEE REPORTS

Provided to all Directors in advance and attached to these minutes.

John Rollins added that he recently attended a NW Georgia Development meeting. One of the major topics of discussion was workforce development in our area.

Jane Dixon expanded on her Publicity report by asking how we might systematically gain more investors. Jane would like to seek volunteers to figure out how to meet with potential investors and increase membership in the Alliance. George volunteered to be part of the group. Marcy agreed to develop a packet – brochure, list of benefits, application, and add a list of current investors, per Dorinda Moon’s suggestion.

### OLD BUSINESS

Lunch & Learn. Dena Abell has the menu and set-up arranged. We anticipate close to 60 people will attend.

**NEW BUSINESS**

Autumn After-Hours Event. George asked if the Alliance should plan an after-hours networking event for the fall, or if that would be too big a burden when volunteers are getting ready for the Dade Expo in early December? After discussion, it was decided that we will wait until January and have a “New Year” kick-off event.

Contract with Dade County. Copies of the draft contract were provided to all board members. There were a few questions, then everyone agreed that George should move forward with asking the county to sign the agreement. Harry Abell moved that the Alliance should designate the entire \$10,000 contribution from the county toward compensation for a yet-to-be-hired, full-time or part-time President; John Rollins seconded the motion. The vote was six directors for, one opposed, and the motion carried.

Hiring a President. The Alliance President would be a salaried position. George shared that at GACCE he learned that the typical salary for a chamber our size would be \$30,000, plus benefits. We may need to look at engaging a part-time person to start. Jane mentioned that UTC (and perhaps Covenant) has an internship program for graduate students, which might be a place to start. John Rollins countered that typically interns need close supervision, which would mean a board member would have to be involved day-to-day. Everyone was encouraged to think about possibilities before next month’s meeting.

Job Recruitment Center. Major employers in Dade are looking for help in acquiring workers. Several ideas are being considered. Evan Stone has developed an ad program that could help. George, William Back, and Mike Pfunder from Trenton Pressing met to discuss a possible Job Recruitment Center. The Dade IDA may have some seed money to help get something started.

Jane Dixon mentioned that the Dade Library has space and computers that could be used by job applicants during library hours.

Meeting Schedule. George asked if the first Tuesday of each month at 6:00 pm is still a good time for Alliance board meetings. Harry Abell said the second Tuesday of the month would be better, but it was brought up that we want to have our meeting before the Dade County Commission and Trenton City Commission meetings each month. Marcy asked if we needed to have a meeting every month, or if we could move to every other month. Until we hire a President, everyone feels we should continue with our monthly meetings.

**OPEN FLOOR**

Marcy Williams reported that the Lookout Mountain Parkway Association is willing to assist the Alliance with the US 11 Antique Alley event in May. Marcy, Tom Pounds, and Butch Raper will meet in the near future to work out details. Jane Dixon said she gathered information from many of the vendors who participated in the 2021 Antique Alley.

ADJOURNMENT AND NEXT MEETING	
Motion to Adjourn at 7:07 PM	Moved by John Rollins Seconded by Dorinda Moon All Board Directors present approved
Next Meeting	Tuesday, September 7, 2021, at 6:00 pm Location: Zoom videoconference

ADMINISTRATIVE	
Attachments	The following documents are incorporated within these Minutes: A. Alliance for Dade July Financial Statements B. Committee Reports C. Investors to Date
Respectfully submitted by:	Marcy Williams, Secretary



Alliance for Dade, Inc.  
Balance Sheet  
as of 07/31/2021

Account Number	Account Name	Amount
<b>Assets</b>		
<b>Current Assets</b>		
1000	Checking	\$12,991.44
1015	WePay	\$274.05
1020	Petty Cash	\$92.72
<b>Total Current Assets</b>		<u>\$13,358.21</u>
<b>Total Assets</b>		<u>\$13,358.21</u>
<b>Liabilities</b>		
<b>Total Liabilities</b>		<u>\$0.00</u>
<b>Equity</b>		
<b>Unrestricted Net Assets</b>		
3000	General Fund - Fund Balance	\$12,396.13
<b>Total Unrestricted Net Assets</b>		<u>\$12,396.13</u>
<b>Restricted Net Assets</b>		
3150	TCT (RVIC) - Fund Balance	\$5,351.00
3175	TPD (DMO) - Fund Balance	\$-4,388.92
<b>Total Restricted Net Assets</b>		<u>\$962.08</u>
<b>Total Equity</b>		<u>\$13,358.21</u>
<b>Total Liabilities + Total Equity</b>		<u><u>\$13,358.21</u></u>



**Alliance for Dade  
Income Statement  
7/31/2021**

	<b>JULY</b>	<b>YTD</b>
<b><u>INCOME</u></b>		
<b>Hotel - Motel Tax</b>		
4150 TCT (RVIC)	1,584.80	6,432.92
4175 TPD (DMO)	1,188.60	4,712.20
<b>Total Hotel - Motel Tax</b>	<b>2,773.40</b>	<b>11,145.12</b>
<b>Investor Payments</b>		
4100 Investor Dues	150.00	4,879.90
<b>Total Investor Payments</b>	<b>150.00</b>	<b>4,879.90</b>
<b>Other Income</b>		
4300 Bank Account Interest	0.36	3.14
4600 Donations	0.00	20.00
<b>Total Other Income</b>	<b>0.36</b>	<b>23.14</b>
<b>Events</b>		
4710 Lunch & Learn	464.69	1,244.69
<b>Total Events</b>	<b>464.69</b>	<b>1,244.69</b>
<b>Total Income</b>	<b>3,388.45</b>	<b>17,292.85</b>
<b><u>EXPENSE</u></b>		
<b><u>Payroll</u></b>		
5000 Net Wages - Employee	1,522.49	11,269.71
5005 Payroll Taxes - Employee	297.51	2,275.90
5006 Payroll Taxes - Employer	139.23	1,789.96
5010 Payroll Processing Fees	0.00	100.00
5011 Tax Filing Fees	0.00	59.39
5015 Workers' Comp Insurance	24.45	189.75
<b>Total Payroll</b>	<b>1,983.68</b>	<b>15,684.71</b>
<b><u>Facility</u></b>		
5100 Rent	250.00	2,000.00
5110 Insurance	0.00	163.00
5120 Electric	112.19	901.40
5130 Telephone & Internet	115.55	799.65
<b>Total Facility</b>	<b>477.74</b>	<b>3,864.05</b>
<b><u>Administrative</u></b>		
5220 Credit Card Processing Fees	14.75	84.82
5230 Office Supplies	0.00	415.91

5260	PO Box	0.00	106.00
5270	Accounting & Computer Software	94.00	402.00
<b>Total Administrative</b>		<b>108.75</b>	<b>1,008.73</b>
<b><u>Subscriptions &amp; Training</u></b>			
5510	Membership Dues	0.00	25.00
5550	Training & Education	0.00	133.82
<b>Total Subscriptions &amp; Training</b>		<b>0.00</b>	<b>158.82</b>
<b><u>Meetings &amp; Events</u></b>			
5420	Light Up Trenton	0.00	43.70
5450	Blessing Box	0.00	253.31
5460	Lunch & Learn	0.00	824.83
5500	1945 Dade County Fair	0.00	250.00
<b>Total Meetings &amp; Events</b>		<b>0.00</b>	<b>1,371.84</b>
<b><u>Marketing</u></b>			
5320	Signage	0.00	693.93
5330	Printed Marketing Materials	0.00	277.76
5340	Ribbon Cutting	0.00	88.78
5350	Alliance Website	150.00	324.44
<b>Total Marketing</b>		<b>150.00</b>	<b>1,384.91</b>
<b>Total Expense</b>		<b>2,720.17</b>	<b>23,473.06</b>
<b>Net Income (Loss)</b>		<b>668.28</b>	<b>-6,180.21</b>



Alliance for Dade, Inc.  
Statement of Cash Flows  
for the period of 07/01/2021 to 07/31/2021

Account Number	Account Name	Amount
<b>Operating Activities</b>		
	Net Income	\$668.28
Adjustments to reconcile Net Income to Net Cash provided by operations:		
	Net cash provided by operating activities	\$668.28
<b>Investing Activities</b>		
	Net cash provided by investing activities	\$0.00
<b>Financing Activities</b>		
	Net cash provided by Financing activities	\$0.00
 <b><u>Summary</u></b>		
	Net cash increase for period	\$668.28
	Cash at beginning of period	\$12,689.93
	Cash at end of period	\$13,358.21



## Committee Reports August 3, 2021

### **TREASURER – Harry Abell**

The IRS has sent several letters saying money was owed and a few weeks later that it is not owed. This has happened several times and I have made several calls and each time it is supposed to be taken care of. The latest letter says we owe less than \$100. William Back has offered to deal with this continuing issue. I am requesting Board approval for him to take this issue and deal with it.

The Department of Labor says we owe about \$120 related to the old Dade County Chamber of Commerce account. When I log in it says we owe nothing. I have emailed and ask for an explanation.

The GACCE (Georgia Association of Chamber of Commerce Executives) membership was renewed at \$125 for the next year.

The Dade County Commission issued us a check for \$200 and we in turn wrote a check for \$200 to the Dade 1945 County Fair. This is because the Commission didn't have an account set up for the Fair and it wouldn't have been established in time for the Fair to receive the money in time. We helped the Commission as part of our Mission to support our community.

The old Dade County Chamber of Commerce checking account was closed and the remaining \$251.83 was deposited into our Alliance for Dade, Inc. account.

### **WEBSITE – Harry Abell**

If you wish to enter your volunteer hours you can do that now by logging in here (<https://alliancefordade.com/portal/>) If you do not have a user ID let Harry know. If you have a lot of hours and want to enter them in a form (spreadsheet) I can upload those hours - contact Harry.

We partnered with Friends of Cloudland Canyon State Park (FOCCSP) and bought a renewal license for software that is used on both websites. Harry is the admin for both sites and the fee of \$299 was split equally since this software is critical for our site and for theirs.

### **ECONOMIC DEVELOPMENT – John Rollins**

No report.

### **TOURISM – Charity Barton**

No report.

**PUBLICITY – Jane Dixon**

Our goal is to remain visible in the community, to promote functions, events and newsworthy activities relating to the Alliance for Dade. Following the Alliance Live! interview with an investor, a colorful sandwich board is displayed in front of the selected business. The Monday news bulletin remains the most constant contact with investors. We continue to report monthly to the City and County Commissioners . The Sentinel, Library and Citizens Bank marquees and an appearance on Dade Thursday News Update, all promote the upcoming Lunch and Learn. The impact of board members participating in community functions should not be underestimated. Examples: Kathleen’s role with 1945 County Fair 2021, Dena’s leadership role with: Alliance functions-Optimist activities-Food Pantry-Blessing Box-Friends of Cloudland Canyon, Charity’s preparation for opening day of school, and Dorinda’s educational accomplishments that complement her professional business.

Could we consider an “Invest In Your Community” focused on securing new investors?

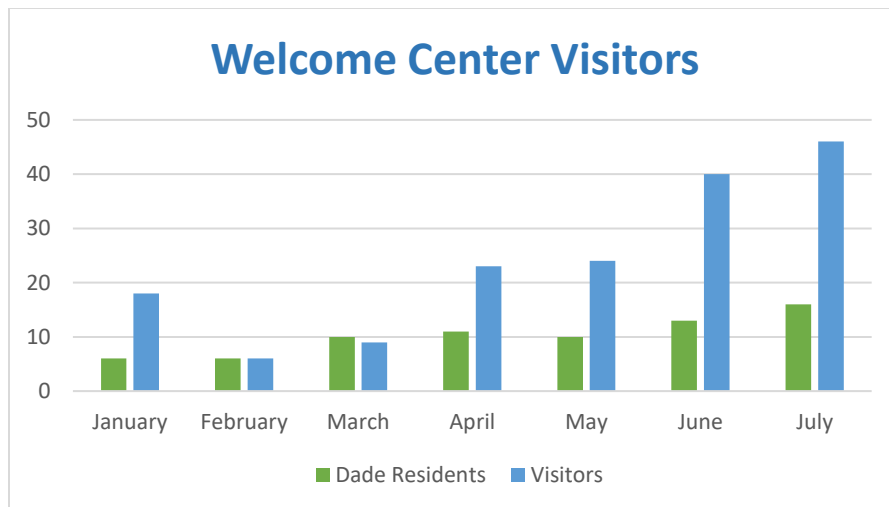
**MEMBERSHIP – Chad Payne**

Current membership stands at 74 Investors, with \$15,375 collected. Our newest investors are Corner Coffee and Lookout Mountain CASA. See complete list attached.

7	Champion
8	Patron
31	Business
15	Non-Profit
3	Individual
10	Senior
0	Student
<hr/>	
74	

**WELCOME CENTER / SIGNAGE – Marcy Williams**

Welcome Center visits continue to increase. Titus also tracks each phone call and records what the person asked about.



Titus will attend the RVIC annual conference on August 29-31 at Lake Lanier. This is required for us to retain our certification as a Regional Visitor Information Center. This will help him meet his peers and make valuable connections, as well as benefit from the formal presentations. He will be required to prepare a short report with major points that he learned.



## **BUSINESS SERVICES – George Williams**

*Alliance Live!* videotaping continues. Our investors seem to be truly excited about doing the videos and having the sign posted at their organization.

Our next Lunch & Learn is scheduled for Thursday, August 5, 11:30 – 1pm at the Trenton Community Center. David Carroll will be our guest speaker. See Dena's report below for details. As of August 2, we have 43 people who have registered for the event.

## **PUBLIC ART – Sue Gridley**

We were involved in the Art Camp at TUMC earlier this month. Titus earned a lot of appreciation by helping out with kids of various ages. George did a great interview with the pastor and Dottie Abercrombie, who organized the camp. This Art Camp is likely to continue in the future!

We are still working on our photo compilation of sculptures for use in presentations.

We have contacted more sculptors and had lots of ideas but need to continue working on this.

We are looking into possible funding sources for Art. We have obtained some amount of funding commitment.

## **LUNCH & LEARN – Dena Abell**

Plates will be prepared in advance and placed at table settings. Jane, Harry, and Dena will handle. Desserts will be on tables before quest arrive.

### Menu:

Roast Beef Sandwiches with cheese on a croissant roll

Pickle, tomato, lettuce

Fruit Bowl

Cake

Assorted Chips

Tea, water

### Wednesday August 4<sup>th</sup>

Set up day, Time depends on Trustees. Russanna will make sure the building is unlocked.

Tables, silverware, napkins, chairs, tablecloths. Should be a simple speedy 2-hour job.

### Thursday August 5<sup>th</sup>

Pick up food at Ingles in morning around 9am, begin to cut cake and place on tables.

Centerpieces will arrive and placed on tables, thank you Jane.

Prepare plates for Attendees and be prepared to place on tables.

Prepare cups with ice and be ready to fill.

Time to start.

Trustees arrive, (Maybe) will arrive and help clean-up.

Estimated Cost for 50 attendees ~\$300:

Ingles \$229.00.... Tablecloths \$17.00.... Chips \$30.00....Pickles \$12.00....Tea \$9.00

Water, \$3.00....Tomato ?

## **DADE EXPO – Harry Abell**

The committee had a meeting on July 28<sup>th</sup>. Attending: Tom Pounds, Shannon Blom, Larry Blom, Dena Abell and Harry Abell. Many of our team had previous commitments. The next meeting is on **Wednesday August 18 at 3:00 PM** at Guthrie's. If you are on a committee or would like to be please contact the team members on the committee that you are interested in. Your help will be appreciated.

**Expo Name:** Marcy and Carey have a design and it has been approved at a previous meeting.

**Website:** updates pending final pricing structure approval

**Pricing:** a final update of pricing should occur before our next meeting. It is desired to have more sponsors and the goal will be \$4,000.

**Location at High School Agreement:** no updates. Harry said last time he spoke with the principal all was set for us. More follow up this fall

**Set-up & Take Down:** ShowTime Party Rentals has us booked on December 4.

**Business Sponsors:** Shannon had several suggestions - make a poinsettia arrangement (or something else that costs about \$5 to make) Have a volunteer go to businesses with the arrangement in hand and ask for a \$100 donation. The arrangement will have wording saying "this business supports the Jolly Holiday Expo or ??). During that interaction mention that for \$20 (amount to be determined) you can have a table at the expo and display your business offerings. As a follow up at the expo offer an Investor (membership) in the Alliance for \$135 (a \$15 discount - pending Board approval) Corporate donations will be requested. Dena will contact some and will coordinate with Nathan for others.

**Signs, Posters, Flyers:** We can get printing done at low cost and we probably will only provide the paper. Details to be arranged. Shannon suggested that we put up signs in businesses 3 weeks prior to the event. Take the poster to the business and say, "may I put this up for you now?" If the answer is yes, then immediately put it up in the best location available. Thank the business and move to next one. Need a training session for volunteers doing this important task prior to starting contacts with businesses.

**Map of Site:** Use Tennessee printing in Scottsboro Al. Shannon has used them and says results are great and prices are fair. We will pick table location for each applicant and notify them which spot they have been assigned. A map will be available on our website.

**Publicity:** Harry said he will arrange for TV and radio coverage and believes Jane will handle newspapers etc.

**Sound System:** no report at this time

**Kids Activities:** Dena has arranged for two air blow up items for kids and for Maggie the Cow. Shannon provided a name and contact for a Santa to appear (specified hours like 11 to 1 or ??). Dena will try and get a photographer to take pictures as an added attraction.

**Food Vendors:** No updates

**Finance:** Harry said our money is low and we need to be very careful that we hopefully make a little or do not lose but a small amount (under \$500)

**Entertainment:** no update

## INVESTORS

8/1/2021

CHAMPION	7
PATRON	8
BUSINESS	31
NON-PROFIT	15
INDIVIDUAL	3
SENIOR	10
STUDENT	0
	<hr/>
	74 \$ 15,375

<u>Organization / Individual</u>	<u>Investment Date</u>	<u>\$</u>	<u>Notes</u>
Harry Abell	8/1/2020	\$ 50	
Mike Lingle	8/1/2020	\$ 50	
Peggy Lingle	8/1/2020	\$ 50	
SendOutCards	8/25/2020	\$ 150	
George & Marcy Williams	8/28/2020	\$ 500	
Standard Companies (Companias Estandar)	9/11/2020	\$ 150	
City of Trenton	9/14/2020	\$ 1,000	
Andrew Smith, Modern Woodmen of America	9/15/2020	\$ 150	
Law Office of J. Robin Rogers	9/15/2020	\$ -	comp - provides \$3,000 in rent reduction
Carey Fauscett-Anderson	9/16/2020	\$ 75	
Integer	9/16/2020	\$ 1,000	
Sue Gridley	9/18/2020	\$ 50	
Charles Mahan	9/21/2020		comp - framed WC map
Dena Abell	9/21/2020	\$ 50	
General Woods Inn	9/23/2020	\$ 150	
Citizen's Bank & Trust	9/26/2020	\$ 1,000	
Above the Clouds Inn	9/29/2020	\$ 150	
Guthrie's	9/29/2020	\$ 150	
Home Harvest Retreat	9/29/2020	\$ 150	
Oak Leaf Cottage	9/29/2020	\$ 500	
Will & Amy Garrett	9/29/2020	\$ 150	
Dade County Schools	10/1/2020	\$ 100	
Dade Elementary School	10/1/2020	\$ 100	
Dade High School	10/1/2020	\$ 100	
Dade Middle School	10/1/2020	\$ 100	
Davis Elementary School	10/1/2020	\$ 100	
Wasawillow Farm	10/1/2020	\$ 150	
American Legion Post 106	10/6/2020	\$ 100	
Lookout Lavender	10/8/2020	\$ 150	
Connie Webb	10/13/2020	\$ 50	
Optimist Club of Trenton-Dade	10/13/2020	\$ 100	
Trenton United Methodist Church	10/13/2020		comp - provided use of room for Investor meetings
Trenton Physical Therapy, Inc	10/17/2020	\$ 150	
Top of Georgia Economic Development	10/19/2020	\$ 150	
Dade County Georgia	10/20/2020	\$ 1,000	
Friends of Cloudland Canyon State Park	10/23/2020	\$ 100	
Georgia Power	10/26/2020	\$ 1,000	

PATRON	Southeast Lineman Training Center	11/3/2020	\$	500	
BUSINESS	The Dade County Sentinel	11/5/2020	\$	150	
NON-PROFIT	Tri-State Food Pantry, Inc	11/12/2020	\$	100	
PATRON	Chattanooga Vacation Rentals	12/8/2020	\$	150	comp to PATRON level with donation of printer
INDIVIDUAL	Stephanie Prater	12/9/2020	\$	75	
BUSINESS	Matt Mayfield State Farm	1/2/2021	\$	150	
BUSINESS	Bank of Dade	1/13/2021	\$	150	
INDIVIDUAL	Dewayne Moon	2/4/2021	\$	75	
BUSINESS	Stevie & The Moon	2/4/2021	\$	150	
BUSINESS	ALFA Insurance - Suzan Gross	2/8/2021	\$	150	
SENIOR	Julie West	2/26/2021	\$	50	
SENIOR	Tom Pounds	2/26/2021	\$	50	
NON-PROFIT	Dade County Sheriff's Office	2/27/2021	\$	100	
BUSINESS	Real Living Southern Realty	3/3/2021	\$	150	
BUSINESS	Discount Flooring	3/10/2021	\$	150	
PATRON	Covenant College	3/15/2021	\$	500	
NON-PROFIT	Sexual Assault Victim's Advocacy Center	3/15/2021	\$	100	
BUSINESS	Glass Farm Nursery	3/18/2021	\$	150	
SENIOR	Sally Thomas Worland	3/23/2021	\$	50	
BUSINESS	Valley Wine & Spirits Chattanooga	3/22/2021	\$	150	
BUSINESS	Lookout Pointe Apartments	3/25/2021	\$	150	
BUSINESS	Elder's Ace Hardware	3/27/2021	\$	150	
CHAMPION	Evan Stone	4/1/2021	\$	-	comp - providing use of equipment & video services
NON-PROFIT	Dade Library	4/3/2021	\$	100	
BUSINESS	Mosteller's Towing & Recovery	4/7/2021	\$	150	
BUSINESS	SmallTown Nutrition	4/15/2021	\$	150	
NON-PROFIT	Dade County Health Department	4/16/2021	\$	100	
BUSINESS	Soloff Properties	4/21/2021	\$	150	
BUSINESS	Canyon Gallery	4/27/2021	\$	150	
PATRON	MaDex	5/5/2021	\$	500	
PATRON	TVN & Trenton Telephone Company	5/18/2021	\$	500	
BUSINESS	Valley Vibes Music & Arts Festival	5/22/2021	\$	150	
BUSINESS	Corner Coffee	7/19/2021	\$	150	
NON-PROFIT	Lookout Mountain CASA	7/20/2021	\$	100	