



BOARD MEETING MINUTES

November 2, 2021

MEETING DATE	MEETING TYPE	MEETING LOCATION	QUORUM?
November 2, 2021	Regular	Dade County Sports Complex and Zoom videoconference	Yes

PERSONS IN ATTENDANCE				
	Name		Present	Absent
BOARD DIRECTORS & OFFICERS	George Williams	Chair	✓	
	Kathleen Reed	Immediate Past Chair	✓	
	John Rollins	Vice Chair		✓
	Harry Abell	Treasurer	✓	
	Marcy Williams	Secretary	✓	
	Dena Abell		✓	
	Charity Barton			✓
	Jane Dixon		✓	
	Dorinda Moon		✓	
	Chad Payne			✓
COMMITTEE MEMBERS AND GUESTS	Name	Capacity or Organization		
	William Back	Legal counsel		✓
	Orey Yates	Guest, First Class Media	✓	

CALL TO ORDER AND ROUTINE MOTIONS	
Call to Order	By George Williams at 6:05 PM
Invocation	Harry Abell
Motion to dispense with the reading of and Approve the Meeting Minutes of September 28, 2021	Moved by Harry Abell Seconded by Jane Dixon All Board Directors present approved
Motion to approve the Financial Reports	Financial Reports not yet generated – Harry will send next week.

COMMITTEE REPORTS

Committee reports were provided to all board directors prior to the meeting and are attached to these minutes. Marcy asked about the status of the Tourism Map being developed by the Tourism Committee. Charity, Chair of the Tourism Committee, was not present at the meeting, and George agreed to contact her for an update.

DADE EXPO – Jolly Holidays! Harry reported that the committee is moving along with plans. As of today, we have 52 paid exhibitors, 4 free non-profit organizations, and 7 sponsors for the event.

Light Up Trenton. Dena, Jane and Kathleen will be personally visiting all businesses along Hwys 11 and 136 to distribute the joint Light Up Trenton/Dade Expo flyers. They will encourage everyone to participate by decorating and they will encourage everyone to join the Alliance.

OLD BUSINESS

Insurance Policies. Marcy presented a proposal for insurance coverage for the Alliance to include General Liability, Special Events Liability, Business Property, Crime Coverage, and Management Liability. She will continue to work with Alfa to see if we can reduce the cost. Kathleen said that we should check with William Back to see if we can 'title' Board Directors differently within our Bylaws to avoid the need for Directors & Officers Liability insurance, and Marcy agreed talk to William. Marcy moved that the board approve up to \$1800 for insurance policies, Harry seconded, and all board directors present approved.

Lunch & Learn. Marcy reported that Scenic Dade Development Company has asked to be the presenter at the next Lunch & Learn in early 2022. They will talk about the Town Creek Trail project and their other initiatives. Marcy expressed some concern that the presentation would turn into a solicitation for donations. After discussion, Jane moved that we hold on approving them as a presenter and focus on a business issue instead. Dorinda seconded, and all board directors present approved.

NEW BUSINESS

Social Media Proposal. Orey Yates expressed the need for the Alliance to expand its social media presence on Facebook, Twitter, Instagram and LinkedIn. He reported that the Dade County social media influence is huge – 37% of Dade County's population is following the county Facebook page. Orey has volunteered to assist with developing a robust, consistent social media approach. Marcy moved that the board appoint Orey as Committee Chair for Social Media. George seconded and all board directors present approved. Harry and Orey will meet to talk about what tools Orey will need to fulfill his role. Kathleen moved that the board approve \$50 per month for social media. George seconded and all board directors present approved.

Update – Hotel/Motel Tax. Marcy reported that she is working with county CFO Don Townsend to develop a flowchart for Short Term Vacation Rental properties to help them understand their responsibilities for business licensing and remittance of the 8% hotel/motel tax that state law requires. In July and August alone, Airbnb send check to the county for \$20,000 each month. The Alliance receives 43.75% of that amount – a significant new source of revenue for us.

Georgia Chamber Membership Renewal. Harry moved that the board approve \$500 to renew our membership in the Georgia Chamber of Commerce. Marcy seconded and all board directors present approved.

Committees and Chair contact information on website. Kathleen requested that we list all the Alliance Committees and the contact information for the Committee Chair on the Alliance website so that people might see an area of interest to them. Marcy expressed concern about posting email addresses on the website, as that could lead to excessive spam. We agree to list the Committees and Chairs and recommend that people call the Alliance to make contact.

Dade County Ornaments. Kathleen said that the Governor's Mansion has requested ornaments from around the state for the official Christmas tree. She would like to see the Alliance send four Dade Historical Society ornaments for the tree. Kathleen moved that the board approve the purchase of four ornaments (\$15 each) to send to the capitol. Jane seconded the motion, and all board directors present approved. Kathleen will contact the Governor's office to see if we can present the ornaments in person and we agreed to include Donna Street from the Historical Society in any such presentation.

Welcome Center – Thanksgiving week. Marcy said that Titus has requested a week of vacation November 21 – 27. We agreed that the Welcome Center will be closed on November 25, 26, 27, but we will try to find volunteers for Monday – Wednesday. Marcy will coordinate.

Board Director Nominations. Jane Dixon and Dorinda Moon served as the nominating committee. They presented the following four nominees to serve a three-year term, 2022-2024:

Harry Abell Dena Abell Kathleen Reed John Rollins

The nominees will be considered by the board and appointed at the next board meeting.

Marcy reminded everyone that:

- At the **November** board meeting, the nominating committee presents Board Director nominees to replace Directors rotating off the board.
- **During the month of November**, anyone interested in an Officer position shall notify the Secretary of the Board that he/she would like to be considered. The Chair and Vice-Chair must be Board Directors. The Secretary and Treasurer do NOT have to be a Director.
- At the **December** board meeting,
 - The Board shall confirm the Board Director nominees to a three-year term commencing January 1.
 - The Secretary shall present the names of those who have indicated that they are interested in serving in an Officer position. Those people shall have an opportunity to address the board as to why they would like to serve.
- At the **January** meeting, the new Board of Directors shall elect a Chair, Vice-Chair, Treasurer, and Secretary.

Board Director Resignation. Due to scheduling conflicts, Chad Payne has resigned from the Alliance Board of Directors. Per Article 3.4 of the Bylaws, Jane moved that the board appoint Stacey Prater to serve out the remainder of Chad's term through 2023. Marcy seconded, and all board directors present approved. Jane will contact Stacey.

OPEN FLOOR

Marcy asked if the Alliance should be represented in the Dade County Christmas Parade. Kathleen will contact Selena, who is a member of a Mustang convertible club, to see if they will participate and allow us to decorate their cars as the Alliance. Kathleen will coordinate with other Alliance members to finalize plans.

ADJOURNMENT AND NEXT MEETING	
Meeting Adjourned at 7:50 PM	George Williams, Chair
Next Meeting	Tuesday, November 30 at 6:00 pm Location: Dade Sports Complex and Zoom videoconference

ADMINISTRATIVE	
Attachments	The following documents are incorporated within these Minutes: A. Committee Reports B. Investors to Date
Respectfully submitted by:	Marcy Williams, Secretary



Committee Reports November 2, 2021

TREASURER – Harry Abell

We have discovered an issue with how we were logging transactions in our accounting software. It will take some time to make the corrections, so there will be no Financial Reports for this meeting.

WEBSITE – Harry Abell

We had two major issues with our web site this month.

- One issue involved conflicts internal to the software on our site. This caused numerous emails to be sent to an administrator for the site. This was resolved by Harry.
- The second issue also involved numerous emails being generated via our Contact Us form. Someone in Norway and Russia produced hundreds of emails that were not legitimate. This issue was resolved by blocking all access to our site except to persons in the United States.

Harry renewed a license for \$24 for one of our software products.

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.

MEMBERSHIP

Current membership stands at 83 Investors, with \$18,925 collected. Our newest investors are Mom & Pops Shop, the Vapory, Tractor Supply and Red Fox Service & Repair. We are still awaiting payment from Lookout Mountain CASA. See complete list attached.

10	Champion
8	Patron
34	Business
16	Non-Profit
3	Individual
12	Senior
0	Student
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83	

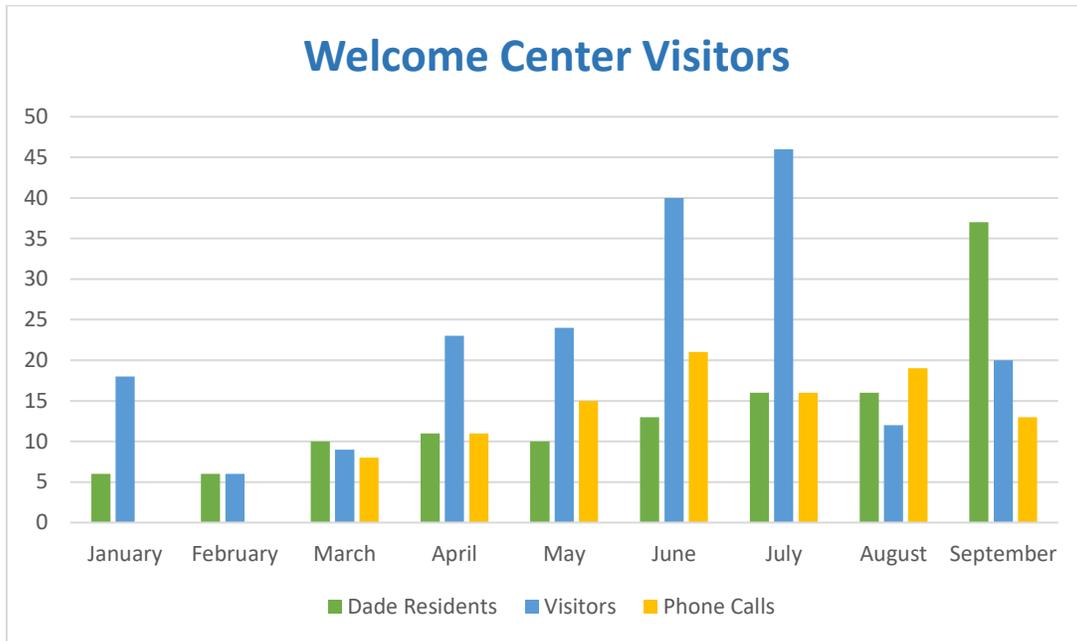
PUBLIC ART – Sue Gridley

Mark Issenberg and I visited the location for the sculpture. Based on our observations, we wanted to use a slightly different spot than had been previously discussed. We believe it will be more visible and safer. I talked with Adam Austin and he will bring the details of our discussion to the Trenton Telephone board at their next meeting.

Because of William's illness and now the upcoming holidays, we are a bit delayed, but hope to have an installation in January—after all the holiday activities.

WELCOME CENTER / SIGNAGE – Marcy Williams

Autumn has seen a drop in the number of out-of-town visitors, but visits from Dade residents continue to increase. Hopefully the Welcome Center is being seen as a good community resource!



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. To date, we have featured 27 Investors!

We have made a change in the distribution of our weekly Alliance Builder newsletter. It is now being sent to ALL emails on our distribution list (603 active emails) so that potential investors will see some of the benefits of investing. But only INVESTORS will be featured in *Alliance Live!* and in articles and event announcements.

Our average Open Rate for Alliance Builder is 28%, which exceeds the average non-profit open rate of 25.5%



INVESTORS

11/1/2021

\$1,000	CHAMPION	10
\$500	PATRON	8
\$150	BUSINESS	34
\$100	NON-PROFIT	16
\$75	INDIVIDUAL	3
\$50	SENIOR	12
\$50	STUDENT	0
		<hr/>
		83 \$ 18,925

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

<u>Level</u>	<u>Organization / Individual</u>	<u>Investment Date</u>	<u>\$</u>	<u>Notes</u>
BUSINESS	Reeves Heating & Air, LLC	10/26/2020	\$ 150	
BUSINESS	Creative Knitwear, Inc.	10/28/2020	\$ 150	plus made \$200 donation
PATRON	Elevated Gear	11/3/2020	\$ 500	
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	Dade County Industrial Development Authority	8/4/2021	\$ 100	
NON-PROFIT	Lookout Mountain CASA	7/20/2021		awaiting payment
CHAMPION	Trenton Pressing	8/13/2021	\$ 1,000	
CHAMPION	EPB	9/9/2021	\$ 1,000	
SENIOR	Barbara Halvin	9/13/2021	\$ 50	
SENIOR	Lynne Dorsey	9/15/2021	\$ 50	
BUSINESS	Mom & Pops Shop	10/8/2021	\$ 150	
BUSINESS	The Vapory	10/15/2021	\$ 150	
BUSINESS	Tractor Supply	10/29/2021	\$ 150	
CHAMPION	Red Fox Service & Repair	11/1/2021	\$ 1,000	