



BOARD MEETING MINUTES

May 3, 2022

MEETING DATE	MEETING TYPE	MEETING LOCATION	QUORUM?
May 3, 2022	Regular	Dade County Sport Complex Conference Room 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	✓	
Stacey Prater		Vice Chair		✓
Harry Abell		Treasurer	✓	
Marcy Williams		Secretary	✓	
Dena Abell			✓	
Charity Barton			✓	
Jane Dixon			✓	
Dorinda Moon				✓
COMMITTEE MEMBERS AND GUESTS	Name	Capacity or Organization		
	William Back	Legal counsel	✓	
	Orey Yates	Social Media Committee Chair		✓
	Sue Gridley	Public Art Committee Chair	✓	

CALL TO ORDER AND ROUTINE MOTIONS	
Call to Order	By George Williams at 6:00 pm
Invocation	Harry Abell
Motion to dispense with the reading of and Approve the Meeting Minutes of April 5, 2022	Moved by Dena Abell Seconded by Harry Abell All Board Directors present approved
Motion to approve the Financial Reports.	Moved by Marcy Williams Seconded by Dena Abell All Board Directors present approved

COMMITTEE REPORTS

Treasurer Report. Harry Abell provided the following report:

Federal Tax: I filled the 2021 Federal tax documents, and the IRS has accepted them.

National Bank: We can now accept credit cards, debit cards and checks, Cards can be processed with a terminal at the Welcome Center. All of the cards or checks can be processed online at our website. This is through National Bank and there is a recurring charge of \$15 per month. For each transaction there is a fee (approximately 19 cents plus 1.85% of the amount).

Cell Phone: I spoke with Orey about the Cell Phone that was loaned to him to take photos etc. and upload them. He reported he used it for a couple of months, but it doesn't do what is needed. He will provide us details on what is needed by next month. I have cancelled that contract on Dena Abell's cell bill.

Assistance: David Keith is retired and worked for many years with financial documents. He was a CPA. He has agreed to help and now has access to our bookkeeping system.

Website & Social Media. Harry Abell provided the following report:

Great news. We finally have access to the old Facebook page (Dade Chamber) and two other Facebook pages (Dade Days & Civil War South). It will take a while to get these sites updated for the Alliance. Orey is helping me with this. It was a significant effort to accomplish this!

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 continue to see hackers attempting to connect to our website and the software we have is preventing that.

Public Art. Sue Gridley reported that the Public Art Committee has booked the Community Center in Trenton for August 30 to have an art show called the PLUM NELLY DEPOT ART SHOW. This will, in part, honor Ms Mennen's original Plum Nelly Clothesline Art Show that ran for about 20 years starting in 1949. The logo will be based on our old Depot, which was once the Chamber of Commerce building as well.

Sue plans to write articles about Mennen and the show that can be published in local media. Ken and Becky Pennington have already agreed to participate. and Ken will do a book signing.

The committee is also looking into having food trucks on site and producing "First Annual" t-shirts. They may have a few sponsors for the event.

They are working feverishly to get all of the following done this month:

1. Complete the guidelines for participation in the show
2. Finalize logo for use on brochure that also has to be prepared
3. Finalize Artist's Application to participate
4. Set Fees
5. Get Business cards that reflect the Alliance and Tourism and Arts committee—or have space to do so
6. Set a phone number applicants can call if needed
7. Finish a web presence on the Alliance site where applicants can visit for information and applications
8. Determine if the Alliance office can manage email and snail mail from applicants and supporters
9. Find volunteers!

George asked Sue to put together budget for the event to ensure we can cover the costs.

Drugs Don't Work Program. Marcy noted that she and Stacey met and are preparing a packet of information for companies who sign up for the program.

1945 Dade County Fair. Kathleen Reed reported that the 1945 Dade County Fair Committee determined that the Information Booth will not collect money for the 50/50 drawing. We will be setting our tent/canopy up in the grassy area by the concessions stand. Cloudland Canyon State Park will allow us to use their canopy.

Shannon Blom, who is in charge of all the food vendors, will make sure that our preparations for the watermelon and hot dog eating contest will comply with health code rules.

A spreadsheet will be sent out this month to all board members for them to sign up for volunteering to cut the watermelon and make the hot dogs for the contest and a spreadsheet for securing what time frame you can work the information booth.

Do we want to sponsor those contests with our sponsorship money? It will be announced from the stage at the beginning of those contests that A4D is the sponsor plus there will be a campaign type sign made with our name and logo to be displayed at the Fair.

Harry Abell made a motion to sponsor the Hot Dog Eating Contest and Watermelon Eating Contest with the Alliance's \$250 donation. John Rollins seconded, and all board directors present approved.

DADE EXPO – Jolly Holidays! Harry reported that a planning meeting will be scheduled soon for the Expo on November 25, 2022. Showtime Events has been scheduled for setup on November 25th and breakdown on November 26th. Cost will be provided, and the quantity of drapes, poles, tables, and tablecloths will be finalized later.

Santa has accepted and he will return. He has been told that no smoking is allowed, and his costume cannot smell of smoke. Victoria Artrip will return as the photographer. Rocelia Patterson (Bo) will be the lead on Santa, photographer, and kids' activities.

US11 Antique Alley Antique Alley is scheduled for May 12-15. The Alliance has built a new website that is up and running. We contacted 27 organizations along the 502-mile route, asking them to contribute \$100 to be a "partner". DeKalb County Tourism was the only organization to participate. We also reached out to local businesses and encouraged them to join the Alliance for a free listing on the website, but no one has signed up. The current thinking is that this event is getting less and less relevant each year. We will continue to support the website for another year and see what happens in 2023.

Welcome Center. Marcy reported that, thanks to Harry's efforts, we can now accept credit/debit card payments at the Welcome Center. We are contacting all artists who have displayed work there to let them know that we can now *sell* their work if they so desire. We will have a signed contract for each piece of artwork identifying the price the artist has set. When sold, the artist will donate 20% of the purchase price to the Alliance. We are also offering The Civil War in Dade County books for a \$20 donation. And we have agreed to sell birdhouses made by the DCHS Construction Trades class for \$10 with the entire amount going back to DCHS.

We have also partnered with Family First – Dade Connection and have a donation box in the Welcome Center for the Dade Schools Care Closet.

OLD BUSINESS

Review of Lapsed Investors. At the April meeting, it was decided that any investor who has not renewed after three reminders will be reviewed at the board meeting to determine next steps. The following people agreed to personally contact the listed Investors to encourage them to renew:

Jane Dixon	Discount Flooring (Monda Wooten)
George Williams	Alfa Insurance (Suzan Gross)
	Elder's Ace Hardware (Chris Gadd)
	Lookout Pointe Apartments (Michelle Berry)
	Dade County
Dena Abell	Valley Wine & Spirits (Andy Coradini)
Harry Abell	Sally Thomas Worland – Harry volunteered to pay her investment dues

The following investors will be dropped from the active investor roll and deleted from the website Investor Directory: Mike Lingle, Peggy Lingle, Andrew Smith, Canyon Gallery, Charles Mahan, Connie Webb, Julie West.

Lunch & Learn May 5. George reported that everything is set for the Legislative Update by Senator Jeff Mullis and Representative Mike Cameron. Ted Rumley will introduce each of them. The luncheon will be a Mexican Fiesta catered by Catering by Alan. We have 54 people registered for the event.

Tourist Map. Charity Barton reported that she has contacted PSP marketing firm and they will send her info about doing a tourist map for Dade County.

NEW BUSINESS

Add Investment Level for Home-Based Business. Harry Abell noted that many small home-based businesses cannot afford the \$150 Bronze investment level. After discussion, he made a motion that we designate the \$75 level an Individual/Home-Based Business category. Jane seconded the motion, and all board directors present approved. Harry and Marcy will work on updating website and printed materials.

Goals for 2022. George provided a list with the results of board member rankings of goals for this year. (attached to these minutes). All present agreed that this list will be our priorities in 2022.

OPEN FLOOR

Harry stated that it is difficult for him to prepare all the financials by the board meetings on the first Tuesday of each month. Harry moved that, beginning in July 2022, we move the Alliance board meeting to the *second* Tuesday of each month. Charity seconded the motion, and all board directors present approved.

Jane suggested that we look into the idea of having an “Investors Fest” Membership Drive. Much like NPR, designate a week when we would seek new members and celebrate with a special event at the end of the week. George asked her to put some ideas together to be presented at the June meeting.

Marcy shared a copy of the brochure that the Alliance put together for the Dade County Sports Complex to give to visiting girls’ softball team coaches. The brochure lists places to eat in town, as well as a few nearby attractions.

ADJOURNMENT AND NEXT MEETING	
Meeting Adjourned at 7:24 PM	By George Williams, chair
Next Meeting	Tuesday, June 7, 2022, at 6:00 pm Location: Dade County Commission Room and Zoom videoconference

ADMINISTRATIVE	
Attachments	The following documents are incorporated within these Minutes: A. Financial Reports – April B. Investors to Date C. 2022 Goals
Respectfully submitted by:	Marcy Williams, Secretary



Alliance for Dade, Inc.
Balance Sheet
as of 04/30/2022

Account Number	Account Name	Amount
Assets		
Current Assets		
1000	Checking	\$51,287.07
1015	WePay	\$15.00
1020	Petty Cash	\$17.27
Total Current Assets		<hr/> \$51,319.34
Total Assets		<hr/> \$51,319.34
Liabilities		
Total Liabilities		<hr/> \$0.00
Equity		
Unrestricted Net Assets		
3000	General Fund - Fund Balance	\$40,875.06
Total Unrestricted Net Assets		<hr/> \$40,875.06
Restricted Net Assets		
3150	TCT (RVIC) - Fund Balance	\$8,123.45
3175	TPD (DMO) - Fund Balance	\$2,320.83
Total Restricted Net Assets		<hr/> \$10,444.28
Total Equity		<hr/> \$51,319.34
Total Liabilities + Total Equity		<hr/> <hr/> \$51,319.34



Alliance for Dade, Inc.
Income Statement: Current Month v. Year
for the period of 01/01/2022 to 04/30/2022

Account Number	Account Name	YTD Amount	Current Month
Income			
Government Support			
4150	TCT (RVIC)	\$8,769.88	\$5,348.67
4162	Dade County Commission	\$3,333.32	\$833.33
4175	TPD (DMO)	\$2,565.91	\$0.00
Total Government Support		\$14,669.11	\$6,182.00
Investor Payments			
4100	Investor Dues	\$11,469.65	\$2,562.68
Total Investor Payments		\$11,469.65	\$2,562.68
Grants			
4200	Drugs Don't Work Grant	\$10,000.00	\$0.00
Total Grants		\$10,000.00	\$0.00
Other Income			
4300	Bank Account Interest	\$4.42	\$1.17
4600	Donations	\$3.95	\$3.95
Total Other Income		\$8.37	\$5.12
Events			
4710	Lunch & Learn	\$1,265.97	\$316.77
4750	US11 Antique Alley	\$100.00	\$100.00
Total Events		\$1,365.97	\$416.77
Total Income		\$37,513.10	\$9,166.57
Expense			
Payroll			
5000	Net Wages - Employee	\$6,478.45	\$1,535.11
5005	Payroll Taxes - Employee	\$1,224.11	\$291.45
5006	Payroll Taxes - Employer	\$839.13	\$195.76
5015	Workers' Comp Insurance	\$99.41	\$23.38
Total Payroll		\$8,641.10	\$2,045.70
Facility			
5100	Rent	\$1,600.00	\$400.00
5120	Electric	\$445.62	\$0.00
5130	Telephone & Internet	\$462.20	\$115.55
5140	Maintenance & Repairs	\$16.59	\$0.00
Total Facility		\$2,524.41	\$515.55
Administrative			
5220	Credit Card Processing Fees	\$104.88	\$34.32

Account Number	Account Name	YTD Amount	Current Month
5230	Office Supplies	\$115.16	\$0.00
5233	Postage	\$127.60	\$0.00
5270	Accounting & Computer Software	\$376.00	\$94.00
5280	Annual State Registration Fee	\$30.00	\$0.00
5290	D&O Insurance	\$1,129.00	\$417.00
Total Administrative		\$1,882.64	\$545.32
Subscriptions & Training			
5510	Membership Dues	\$500.00	\$0.00
Total Subscriptions & Training		\$500.00	\$0.00
Meetings & Events			
5412	Board Meetings	\$250.99	\$0.00
5420	Light Up Trenton	\$18.73	\$0.00
5430	Jolly Holidays Expo	\$803.95	\$0.00
5460	Lunch & Learn	\$1,470.87	\$215.25
Total Meetings & Events		\$2,544.54	\$215.25
Marketing			
5320	Signage	\$85.00	\$0.00
5340	Ribbon Cutting	\$28.89	\$0.00
5350	Alliance Website	\$133.04	\$118.88
5365	US11AntiqueAlley Website	\$101.98	\$49.10
5370	Social Media	\$25.28	\$0.00
Total Marketing		\$374.19	\$167.98
Total Expense		\$16,466.88	\$3,489.80
Net Income (Loss)		\$21,046.22	\$5,676.77



Alliance for Dade, Inc.
Statement of Cash Flows
for the period of 04/01/2022 to 04/30/2022

Account Number	Account Name	Amount
Operating Activities		
	Net Income	\$5,676.77
Adjustments to reconcile Net Income to Net Cash provided by operations:		
	Net cash provided by operating activities	\$5,676.77
Investing Activities		
	Net cash provided by investing activities	\$0.00
Financing Activities		
	Net cash provided by Financing activities	\$0.00
Summary		
	Net cash increase for period	\$5,676.77
	Cash at beginning of period	\$45,642.57
	Cash at end of period	\$51,319.34



INVESTORS

5/2/2022

Investment Date	Renewal Date	Organization / Individual	Level	\$	Notes	
CURRENT INVESTORS						
1	9/29/2020	1/27/2022	Above the Clouds Inn	BRONZE	\$150	
2	2/3/2022		Amanda Huckabee	INDIVIDUAL	\$75	
3	10/6/2020	3/12/2022	American Legion Post 106	NON-PROFIT	\$100	
4	01/13/2021	1/3/2022	Bank of Dade	BRONZE	\$150	
5	9/13/2021		Barbara Halvin	SENIOR	\$50	
6	1/4/2022		Bellora Realtors	BRONZE	\$150	
7	11/6/2021		Blooms & Stitches	BUSINESS	\$150	
8	9/16/2020	4/7/2022	Carey Fauscett-Anderson	INDIVIDUAL	\$75	
9	1/4/2022		Charity & David Barton	BRONZE	\$150	
10	12/8/2020	12/29/2021	Chattanooga Vacation Rentals	BRONZE	\$150	
11	9/26/2020	2/15/2022	Citizen's Bank & Trust	GOLD	\$1,000	
12	9/14/2020	4/20/2022	City of Trenton	GOLD	\$1,000	
13	2/7/2022		Cloudland Canyon State Park	NON-PROFIT	\$100	
14	7/19/2021		Corner Coffee	BUSINESS	\$150	
15	3/15/2021	3/7/2022	Covenant College	GOLD	\$1,000	
16	10/28/2020	12/28/2021	Creative Knitwear, Inc.	SILVER	\$500	
17	11/17/2021		Dade County Farm Bureau Insurance	BUSINESS	\$150	
18	8/4/2021		Dade County Industrial Development Authority	NON-PROFIT	\$100	
19	10/1/2020	12/5/2022	Dade County Schools	BRONZE	\$150	stepped up from Non-Profit to Bronze
20	2/27/2021	4/21/2022	Dade County Sheriff's Office	NON-PROFIT	\$100	
21	10/1/2020	12/5/2022	Dade Elementary School	BRONZE	\$150	stepped up from Non-Profit to Bronze
22	10/1/2020	12/5/2022	Dade High School	BRONZE	\$150	stepped up from Non-Profit to Bronze
23	10/1/2020	12/5/2022	Dade Middle School	BRONZE	\$150	stepped up from Non-Profit to Bronze
24	3/14/2022		David Keith	SENIOR	\$50	
25	10/1/2020	12/5/2022	Davis Elementary School	BRONZE	\$150	stepped up from Non-Profit to Bronze
26	9/21/2020	9/10/2021	Dena Abell	SENIOR	\$50	
27	2/4/2021	2/9/2022	Dewayne Moon	INDIVIDUAL	\$75	
28	2/8/2022		Diana Kohler	SENIOR	\$50	
29	11/03/2020	1/10/2022	Elevated Gear	SILVER	\$500	

	Investment Date	Renewal Date	Organization / Individual	Level	\$	Notes
30	10/4/2021		EPB	GOLD	\$1,000	
31	10/23/2020	1/25/2022	Friends of Cloudland Canyon State Park	NON-PROFIT	\$100	
32	9/23/2020	1/20/2022	General Woods Inn	BRONZE	\$150	
33	8/28/2020	12/17/2021	George & Marcy Williams	GOLD	\$1,000	stepped up from Silver to Gold
34	10/26/2020	10/5/2021	Georgia Power	GOLD	\$1,000	
35	12/29/2021		Gladys Mynatt	INDIVIDUAL	\$75	
36	3/18/2021	4/16/2022	Glass Farm Nursery	BRONZE	\$150	
37	9/29/2020	3/2/2022	Guthrie's	BRONZE	\$150	
38	08/01/2020	9/10/2021	Harry Abell	SENIOR	\$50	
39	4/6/2022		Healing Roots Family Practice	BRONZE	\$150	
40	9/29/2020	12/18/2021	Home Harvest Retreat	BRONZE	\$150	
41	1/27/2022		Hope House Cafe & Gift Shop	NON-PROFIT	\$100	
42	9/16/2020	2/2/2022	Integer	GOLD	\$1,000	
43	4/19/2022		Kim Kaye	SENIOR	\$50	
44	04/01/2021	4/1/2022	KWN Media	GOLD	\$0	COMP-media coverage
45	9/15/2020	1/1/2022	Law Office of J. Robin Rogers	GOLD	\$0	COMP - rent reduction
46	2/24/2022		Linda Case	SENIOR	\$50	
47	10/8/2020	1/17/2022	Lookout Lavender	BRONZE	\$150	
48	12/14/2021		Lookout Mountain CASA	NON-PROFIT	\$100	
49	9/15/2021		Lynne Dorsey	SENIOR	\$50	
50	5/5/2021		MaDex Associates, Inc	PATRON	\$500	
51	01/02/2021	2/7/2022	Matt Mayfield State Farm	BRONZE	\$150	
52	12/13/2021		McBride's Bookstore	NON-PROFIT	\$100	
53	10/8/2021		Mom & Pops Shop	BUSINESS	\$150	
54	4/7/2021	4/25/2022	Mosteller's Towing & Recovery	SILVER	\$500	stepped up from Bronze to Silver
55	9/29/2020	2/14/2022	Oak Leaf Cottage	BRONZE	\$150	stepped down from Silver to Bronze
56	10/13/2020	4/5/2022	Optimist Club of Trenton-Dade	NON-PROFIT	\$100	
57	3/10/2022		Peace Love Bling Lookout Mountain Jewelry	BRONZE	\$150	
58	2/23/2022		Phillip Dawson	SENIOR	\$50	
59	3/3/2021	3/15/2022	Real Living Southern Realty	BRONZE	\$150	
60	11/1/2021		Red Fox Service & Repair	CHAMPION	\$1,000	
61	10/26/2020	1/24/2022	Reeves Heating & Air, LLC	BRONZE	\$150	

	Investment Date	Renewal Date	Organization / Individual	Level	\$	Notes
62	12/6/2021		Richard Nace	SENIOR	\$50	
63	12/27/2021		Rising Fawn Gardens	BUSINESS	\$150	
64	8/25/2020	4/21/2022	SendOutCards	BRONZE	\$150	
65	1/12/2022		Servpro Of Chattooga, Dade, and Walker Counties	BRONZE	\$150	
66	3/15/2021	4/8/2022	Sexual Assault Victim's Advocacy Center	NON-PROFIT	\$100	
67	4/21/2021	4/20/2022	Soloff Properties Inc.	BRONZE	\$100	s/b \$150 Marcy will contact
68	11/03/2020	1/10/2022	Southeast Lineman Training Center	SILVER	\$500	
69	12/9/2020	2/9/2022	Stacey Prater	INDIVIDUAL	\$75	
70	9/11/2020	2/2/2022	Standard Companies (Companias Estandar)	BRONZE	\$150	
71	2/4/2021	2/9/2022	Stevie & The Moon	BRONZE	\$150	
72	9/18/2020	12/17/2021	Sue Gridley	SENIOR	\$50	
73	2/9/2022		Taddy & Chris Tierney	SILVER	\$500	
74	2/2/2022		TAG Express	SILVER	\$0	COMP - Sheriff's fundraiser
75	4/5/2022		Talley Construction	BRONZE	\$150	
76	11/05/2020	12/22/2021	The Dade County Sentinel	BRONZE	\$150	
77	10/15/2021		The Vapory Shop, LLC	BUSINESS	\$150	
78	2/26/2021	2/1/2022	Thomas Pounds	SENIOR	\$50	
79	12/16/2021		Titus Cartwright	STUDENT	\$50	
80	10/19/2020	12/27/2021	Top of Georgia Economic Development	BRONZE	\$150	
81	10/29/2021		Tractor Supply	BUSINESS	\$150	
82	10/17/2020	1/27/2022	Trenton Physical Therapy, Inc	BRONZE	\$150	
83	8/13/2021		Trenton Pressing, LLC	CHAMPION	\$1,000	
84	10/13/2020	1/25/2022	Trenton United Methodist Church	NON-PROFIT	\$100	
85	11/12/2020	1/28/2022	Tri-State Food Pantry, Inc	NON-PROFIT	\$100	
86	5/18/2021		TVN & Trenton Telephone Company	PATRON	\$500	
87	11/4/2021		Uncle Lar's Outpost	BUSINESS	\$150	
88	5/22/2021		Valley Vibes Music & Arts Festival LLC	BUSINESS	\$150	
89	10/1/2020	3/1/2022	Wasawillow Farm	BRONZE	\$150	

	Investment Date	Renewal Date	Organization / Individual	Level	\$	Notes
LAPSED INVESTORS						
1	08/01/2020		Mike Lingle		\$50	<i>moved out of area</i>
2	08/01/2020		Peggy Lingle		\$50	<i>moved out of area</i>
3	9/15/2020		Andrew Smith, Modern Woodmen of America	BUSINESS	\$150	<i>moved out of area</i>
4	4/27/2021		Canyon Gallery	BUSINESS	\$150	<i>closed</i>
5	9/21/2020		Charles Mahan	SENIOR	\$50	3rd renewal notice sent 4/20
6	10/13/2020		Connie Webb	SENIOR	\$50	3rd renewal notice sent 4/20
7	09/29/2020		Will & Amy Garrett	BUSINESS	\$150	3rd renewal notice sent 4/20 SAID HE WOULD SEND CHECK
8	2/8/2021		Alfa Insurance	BUSINESS	\$150	3rd renewal notice sent 4/20
9	02/19/2021		Julie West	SENIOR	\$50	3rd renewal notice sent 4/20
10	3/10/2021		Discount Flooring	BUSINESS	\$150	3rd renewal notice sent 4/20
11	3/22/2021		Valley Wine & Spirits Chattanooga	BUSINESS	\$150	3rd renewal notice sent 4/20
12	3/23/2021		Sally Thomas Worland	SENIOR	\$50	3rd renewal notice sent 4/20
13	3/25/2021		Lookout Pointe Apartments	BUSINESS	\$150	3rd renewal notice sent 4/20
14	3/27/2021		Elder's Ace Hardware	BUSINESS	\$150	3rd renewal notice sent 4/20
15	4/3/2021		Dade County Public Library	NON-PROFIT	\$100	2nd renewal sent 4/20 SAID THEY WILL PROCESS CHECK
16	4/15/2021		Smalltown Nutrition	BUSINESS	\$150	2nd renewal sent 4/20
17	4/17/2021		Dade County Health Department	NON-PROFIT	\$100	2nd renewal sent 4/20
18	10/20/2020		Dade County Georgia	CHAMPION	\$1,000	

18 # OF LAPSED INVESTORS

INVESTMENT LEVELS

\$50	Senior / Student
\$75	Individual
\$100	Non-Profit
\$150	Bronze
\$500	Silver
\$1,000	Gold
\$2,500	Platinum
\$5,000	Titanium

Alliance for Dade Board 6-12 Month Goals 2022

Goal	Ranking	Notes
Increase the number of Investors to 125	1	
Hire a President/CEO for the organization	1	
Continue the "Alliance Builder" weekly newsletter	2	
Continue and revamp the "Alliance Live" spots	2	
Review staffing needs and hire proper staff	2	
Present the 2022 DADE EXPO - Jolly Holidays! event	2	
Sponsor Light Up Trenton! and US11 Antique Alley	2	
Sponsor networking events such as Lunch and Learn	2	
Institute Investor Roundtable or Advisory Board	2	
Develop Financial Plan and Budget	2	
Develop Strategic Plan with Board and President/CEO	3	
Annual Planning for the use of Tourism funds	3	