



## BOARD MEETING MINUTES

### January 10, 2023

MEETING DATE	MEETING TYPE	MEETING LOCATION	QUORUM?
January 10, 2023	Regular	Dade County Commission Meeting Room	Yes

PERSONS IN ATTENDANCE				
BOARD DIRECTORS & OFFICERS	Name		Present	Absent
	George Williams	Chair	✓	
	Kathleen Reed	Immediate Past Chair	✓	
	John Rollins	Vice Chair	✓	
	Stacey Prater	Vice Chair	✓	
	Harry Abell	Treasurer	✓	
	Marcy Williams	Secretary	✓	
	Dena Abell		✓	
	William Back		✓	
	Charity Barton		✓	
	Jane Dixon		✓	
	Carey Fauscett-Anderson		✓	
	Dorinda Moon		✓	
STAFF, COMMITTEE MEMBERS AND GUESTS	Name	Capacity or Organization		
	Sandy White	President & CEO	✓	
	Margo McDade	Director of Tourism	✓	
	Heath Cloud	Board Director Nominee	✓	

CALL TO ORDER AND ROUTINE MOTIONS	
Call to Order	By George Williams at 6:01 pm
Invocation	Harry Abell
Motion to dispense with the reading of and Approve the Meeting Minutes of December 13, 2022	Moved by Harry Abell Seconded by Dorinda Moon All Board Directors present approved
Motion to approve the Financial Reports.	Moved by Stacey Prater Seconded by John Rollins Approved by all Board Directors with the exception of Kathleen Reed who abstained

### PRESIDENT'S REPORT

Sandy White reported that as of November 7, we have 108 Investors and one renewal overdue.

Welcome Center Contacts in December: 10 locals, 21 visitors, 21 and phone calls.

Sandy continues to meet with current and potential investors to discuss the benefits of joining the Alliance.

Sandy and Margo are planning a “Virtual Valentine” event for February – people can sign up to send a Valentine to Investors. The valentines will be printed and delivered to Investors each Friday in February and the events will be featured in social media.

Sandy and Margo will be attending the Georgia Convention & Visitor Bureau association conference February 13-15. Sandy requested board assistance and Jane agreed to cover the Trenton City Commission meeting on 2/13. George will cover the KWN-TV appearance and the Welcome Center on 2/14.

Sandy shared the Continuity of Operations Plan that she prepared for the Alliance’s portion of the overall county plan.

Sandy requested board approval to purchase GrowthZone/Chambermaster software to manage our investor database, renewals, newsletters, etc. Cost is \$2,500 for initial setup and \$3,100 annually. That amount is figured into the proposed budget for 2023. John Rollins moved to approve the purchase, Harry Abell seconded the motion, and all board directors approved.

Sandy contacted the careers person at Covenant College about a marketing intern and he was very interested. She distributed a job description and noted that she would like someone to work 12-20 hours per week, in minimum 4-hour shifts. Marcy Williams moved that we allow Sandy to pursue finding a marketing intern and that we purchase a laptop up to \$500 for Alliance staff use. John Rollins seconded the motion, and all board directors present approved.

Kathleen Reed moved that we pay the marketing intern a \$25 stipend per day worked at the Welcome Center to cover the cost of gas. Charity Barton seconded the motion, and all board directors present approved.

## COMMITTEE REPORTS

### **PUBLIC ARTS COMMITTEE**

William Back reported for chair Sue Gridley. Plans are being made for the second annual Plum Nelly Depot Art Show to be held in August 2023 at Dade County High School. They are exploring grant opportunities and reaching out to multiple artists to encourage participation. There will be an emphasis on children’s art by local school students this year. The committee will meet on the second Monday of each month.

### **TOURISM – Charity Barton**

The Tourism Committee will be meeting later this week.

## OLD BUSINESS

**Revised reimbursement for HRA.** At the last board meeting, a monthly Health Reimbursement Account amount of up to \$600 was approved. Marcy Williams reported that the health insurance policy will actually cost \$628.18 per month and moved that we increase the approval to that amount. Stacey Prater seconded the motion, and all board directors present approved.

**2023 Budget.** Harry Abell moved that we approved the 2023 Budget as revised with the higher HRA and contractor expenses. John Rollins seconded the motion, and all board directors present approved.

**Dade County Sports Complex banner.** Marcy Williams moved that we spend \$200 in year one and \$100 in subsequent years for a banner on the fence at the Dade County Sports Complex. Stacey Prater seconded the motion, and all board directors present approved.

## NEW BUSINESS

**Consideration of Heath Cloud as Board Director.** Heath told the board about himself and his role at Citizen's Bank & Trust. Harry Abell moved that the board appoint Heath Cloud as a Board Director. Kathleen Reed seconded the motion, and all board directors present enthusiastically approved.

**Role Responsibilities.** Marcy said she would re-send the Role Responsibilities for Chair, Vice-Chair, Secretary, Treasurer, Committee Chair, President & CEO, and Director of Tourism to all board directors for feedback. She asked that the board be prepared to approve the documents at the February board meeting.

**Election of Officers.** William Back managed the process of voting for Chair, Vice-Chair, Treasurer, and Secretary. Sandy White assisted him with counting ballots. The following directors were elected for 2023:

Chair:	George Williams
Vice Chair:	Jane Dixon
Secretary:	William Back
Treasurer:	Marcy Williams
Immediate Past Chair:	Kathleen Reed

**Banking Signatory Resolution.** Marcy Williams moved that the following people be authorized as signatories on the Alliance for Dade accounts at Bank of Dade and at Citizen's Bank & Trust:

Marcy Williams	Board Treasurer
William Back	Board Secretary
Sandy White	President & CEO

and that the following people be issued debit cards from Bank of Dade and CBT:

Marcy Williams	Board Treasurer
Sandy White	President & CEO

Charity Barton seconded the motion, and all board directors present approved.

Marcy moved that the board authorize the treasurer to move funds as needed from one bank account to the other to keep balances below the FDIC insured amount of \$250,00. Carey Fauscett- Anderson seconded the motion and all board directors present approved. Marcy will make the arrangements with the banks.

ADJOURNMENT AND NEXT MEETING	
Motion to Adjourn at 8:06 PM	Moved by Harry Abell Seconded by Kathleen Reed All Board Directors present approved
Next Meeting	Tuesday, February 21, 2022, at 6:00 pm Location: Dade County Commission Meeting Room & Zoom videoconference

ADMINISTRATIVE	
Attachments	<p>The following documents are attached to these Minutes:</p> <ul style="list-style-type: none"> <li>A. Financial Reports – December</li> <li>B. Approved Budget for 2023</li> <li>C. Banking Signatory Resolution</li> </ul>
Respectfully submitted by:	Marcy Williams, Secretary



Alliance for Dade, Inc.  
Balance Sheet  
as of 12/31/2022

Account Number	Account Name	Amount
<b>Assets</b>		
<b>Current Assets</b>		
1000	CBT - Checking	\$272,533.12
1005	Bank of Dade - checking	\$64,572.02
1020	Petty Cash	\$17.27
<b>Total Current Assets</b>		<b>\$337,122.41</b>
<b>Total Assets</b>		<b>\$337,122.41</b>
<b>Liabilities</b>		
<b>Total Liabilities</b>		<b>\$0.00</b>
<b>Equity</b>		
<b>Unrestricted Net Assets</b>		
3000	General Fund - Fund Balance	\$54,880.20
<b>Total Unrestricted Net Assets</b>		<b>\$54,880.20</b>
<b>Restricted Net Assets</b>		
3150	TCT (RVIC) - Fund Balance	\$227,004.22
3175	TPD (DMO) - Fund Balance	\$55,237.99
<b>Total Restricted Net Assets</b>		<b>\$282,242.21</b>
<b>Total Equity</b>		<b>\$337,122.41</b>
<b>Total Liabilities + Total Equity</b>		<b>\$337,122.41</b>



**Alliance for Dade, Inc.**  
**Income Statement: Current Month v. Year**  
**for the period of 01/01/2022 to 12/31/2022**

Account Number	Account Name	YTD Amount	Current Month
<b>Income</b>			
<b>Investor Payments</b>			
4100	Investor Dues	\$19,687.58	\$325.00
<b>Total Investor Payments</b>		\$19,687.58	\$325.00
<b>Government Support</b>			
4150	TCT (RVIC)	\$235,473.20	\$2,619.37
4175	TPD (DMO)	\$109,502.48	\$1,964.53
4180	Dade County contract	\$9,999.96	\$833.33
<b>Total Government Support</b>		\$354,975.64	\$5,417.23
<b>Grants</b>			
4200	Drugs Don't Work Grant	\$10,000.00	\$0.00
<b>Total Grants</b>		\$10,000.00	\$0.00
<b>Other Income</b>			
4300	Bank Account Interest	\$42.15	\$6.93
4500	Miscellaneous Income	\$3.95	\$0.00
4600	Donations	\$0.00	\$0.00
4625	Purchases at Welcome Center	\$210.00	\$70.00
<b>Total for 4600 - Donations</b>		\$210.00	\$70.00
<b>Total Other Income</b>		\$256.10	\$76.93
<b>Events</b>			
4710	Lunch & Learn	\$1,851.40	\$0.00
4720	EXPO - exhibitor registrations	\$4,651.18	\$120.00
4721	EXPO - sponsorships	\$2,814.00	\$114.00
<b>Total for 4720 - EXPO - exhibitor registrations</b>		\$7,465.18	\$234.00
4750	US11 Antique Alley	\$100.00	\$0.00
4760	Plum Nelly Depot Art Show	\$778.23	\$0.00
<b>Total Events</b>		\$10,194.81	\$234.00
<b>Total Income</b>		\$395,114.13	\$6,053.16
<b>Expense</b>			
<b>Salaries / Wages / Benefits</b>			
5000	Employee Wages	\$33,688.70	\$7,115.36
5006	Employer Payroll Taxes	\$3,465.32	\$707.28
5008	Health Reimbursement Account	\$595.00	\$595.00
5020	New Employee Expenses	\$134.98	\$0.00
<b>Total Salaries / Wages / Benefits</b>		\$37,884.00	\$8,417.64

Account Number	Account Name	YTD Amount	Current Month
<b>Facility</b>			
5100	Rent	\$6,112.50	\$1,187.50
5120	Utilities	\$1,744.39	\$224.76
5130	Telephone & Internet	\$1,386.60	\$115.55
5140	Maintenance & Repairs	\$139.66	\$5.33
<b>Total Facility</b>		<b>\$9,383.15</b>	<b>\$1,533.14</b>
<b>Administrative</b>			
5200	Bank Charges	\$12.10	\$4.60
5220	Credit Card Processing Fees	\$452.77	\$5.97
5230	Office Supplies	\$977.26	\$105.62
5231	Office Furnishings	\$3,498.70	\$0.00
5232	Technology	\$2,436.57	\$252.33
5233	Postage & PO Box	\$594.60	\$257.00
5270	Accounting & Computer Software	\$1,664.47	\$190.00
5280	Gov't Filing & Registration Fees	\$30.00	\$0.00
5290	Insurance	\$0.00	\$0.00
5015	Workers' Comp Insurance	\$287.30	\$16.36
5292	General Liability	\$417.00	\$0.00
5294	D&O and EPLI	\$712.00	\$0.00
Total for 5290 - Insurance		\$1,416.30	\$16.36
<b>Total Administrative</b>		<b>\$11,082.77</b>	<b>\$831.88</b>
<b>Alliance Business Meetings &amp; Projects</b>			
5400	Board/Staff Meetings & Events	\$1,049.38	\$0.00
5402	Ribbon Cutting	\$177.53	\$83.11
5404	Lunch & Learn	\$2,449.19	\$0.00
5406	Job/Career Fairs	\$677.75	\$0.00
<b>Total Alliance Business Meetings &amp; Projects</b>		<b>\$4,353.85</b>	<b>\$83.11</b>
<b>Events</b>			
5500	Alliance Events	\$0.00	\$0.00
5502	DADE EXPO	\$7,679.28	\$6,332.53
5506	Plum Nelly Depot Art Show	\$683.08	\$375.44
5508	Antique Alley	\$290.50	\$0.00
Total for 5500 - Alliance Events		\$8,652.86	\$6,707.97
5504	Light Up Trenton	\$726.84	\$708.11
6000	Community Events	\$0.00	\$0.00
6001	Smoke on the Square	\$600.00	\$0.00
Total for 6000 - Community Events		\$600.00	\$0.00
<b>Total Events</b>		<b>\$9,979.70</b>	<b>\$7,416.08</b>
<b>Marketing</b>			
5310	Print Advertising	\$9,633.50	\$6,050.00
5320	Signage	\$85.00	\$0.00

Account Number	Account Name	YTD Amount	Current Month
5330	Printed Marketing Materials	\$1,108.34	\$1,103.62
5350	Alliance Website	\$315.69	\$0.00
5370	Social Media	\$234.42	\$31.56
Total Marketing		\$11,376.95	\$7,185.18
Welcome Center Sales Expense			
5700	Art Work	\$48.00	\$48.00
Total Welcome Center Sales Expense		\$48.00	\$48.00
Memberships & Professional Development			
5075	Membership Dues / Subscriptions	\$2,233.40	\$600.00
5080	Professional Development	\$363.75	\$50.00
5082	Mileage	\$711.44	\$450.56
Total for 5080 - Professional Development		\$1,075.19	\$500.56
Total Memberships & Professional Development		\$3,308.59	\$1,100.56
Other Expense			
5800	Gifts - Donations - Memorials	\$547.27	\$206.43
Total Other Expense		\$547.27	\$206.43
Total Expense		\$87,964.28	\$26,822.02
Net Income (Loss)		\$307,149.85	\$-20,768.86





Alliance for Dade, Inc.  
Statement of Cash Flows  
for the period of 12/01/2022 to 12/31/2022

Account Number	Account Name	Amount
<b>Operating Activities</b>		
	Net Income	\$-20,768.86
<b>Adjustments to reconcile Net Income to Net Cash provided by operations:</b>		
	Net cash provided by operating activities	\$-20,768.86
<b>Investing Activities</b>		
3000	General Fund - Fund Balance	\$-300.56
	Net cash provided by investing activities	\$-300.56
<b>Financing Activities</b>		
	Net cash provided by Financing activities	\$0.00
<b><u>Summary</u></b>		
	Net cash increase for period	\$-21,069.42
	Cash at beginning of period	\$358,191.83
	Cash at end of period	\$337,122.41



## 2023 BUDGET

### INCOME

<b>Investor Payments</b>		<b>30,000</b>
<b>Government Support</b>		<b>302,500</b>
TCT	198,500	
TPD	94,000	
Dade County Contract	10,000	
<b>Grants</b>		<b>-</b>
<b>Other Income</b>		<b>40</b>
<b>Events</b>		<b>11,550</b>
Lunch & Learn	2,250	
DADE EXPO	8,000	
Job Ready Dade	300	
Light Up Trenton	-	
Plum Nelly Depot Art Show	1,000	

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<b>TOTAL INCOME</b>		<b>344,090</b>
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### EXPENSE

<b>Wages / Salaries / Benefits</b>		<b>126,340</b>
Employee Wages	97,525	
Employer Payroll Taxes	10,410	
Health Reimbursement Account	7,550	
Retirement Plan	5,855	
Contractor Services	5,000	
<b>Facility</b>		<b>17,500</b>
Rent	12,300	
Utilities	3,000	
Telephone & Internet	2,000	
Maintenance & Repairs	200	
<b>Administrative</b>		<b>13,310</b>
Bank Service Charges	10	
Credit Card Processing Fees	750	
Office Supplies	1,000	
Office Furnishings	250	
Technology	250	
Postage & PO Box	1,100	
Accounting & Computer Software	2,400	
Marketing Software	5,800	
Government Filing & Registration Fees	30	
Insurance	1,720	
Workers' Compensation	520	

General Liability	450	
D&O and EPLI	750	
<b>Memberships &amp; Professional Development</b>		<b>12,655</b>
Membership Dues/Subscriptions	1,725	
Professional Development	10,930	
<b>Alliance Business Meetings &amp; Projects</b>		<b>5,850</b>
Board / Staff Meetings	1,000	
Ribbon Cuttings	150	
Lunch & Learn	3,000	
Job/Career Fairs	700	
Investor Campaigns	500	
Other Meetings & Projects	500	
<b>Alliance Sponsored Events</b>		<b>11,600</b>
DADE EXPO	8,500	
Light Up Trenton	800	
Plum Nelly Depot Art Show	1,200	
Antique Alley	100	
Other Alliance Events	1,000	
<b>Community Events Promotion</b>		<b>28,000</b>
<b>Co-op &amp; Partnership Events Promotion</b>		<b>12,000</b>
<b>Marketing</b>		<b>112,500</b>
Print Advertising	50,000	
Signage	-	
Wayfinding Signage	-	
Printed Collateral & Materials	53,000	
SWAG	5,000	
Website	1,000	
TV / Radio / Billboards	-	
Social Media / Digital	3,500	
<b>Other Expense</b>		<b>500</b>
Gifts - Donations - Memorials	500	
Other Expense	-	
<b>TOTAL EXPENSE</b>		<b>340,255</b>
<b>NET +/-</b>		<b>3,835</b>

**CERTIFIED RESOLUTION**

**ALLIANCE FOR DADE, INC.**

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At a meeting of the Board of Directors of the Alliance for Dade, Inc. held on January 10, 2023, the following resolution was passed:

The following shall be removed as signatories on checking account #0127415 at Citizen's Bank & Trust:

George Williams  
Harry Abell  
John Rollins  
Kathleen Reed

The following shall be named as authorized signatories on checking account #0127415 at Citizen's Bank & Trust:

Marcy Williams, Board Treasurer  
William Back Board Secretary  
Sandy White, President & CEO

The following shall be removed as signatories on checking account #0040808 at Bank of Dade:

George Williams  
Harry Abell

The following shall be named as authorized signatories on checking account #0040808 at Bank of Dade:

Marcy Williams, Board Treasurer  
William Back, Board Secretary  
Sandy White, President & CEO

As previously approved, only one signature is required for transactions.

This resolution has been entered into the Minutes Book of the Alliance for Dade, Inc.

Signature:   
Marcy Williams, Secretary

Date: 10 January 2023