

ALLIANCE FOR DADE, INC.  
 REGULAR BOARD OF DIRECTORS MEETING MINUTES  
 TUESDAY, JANUARY 9, 2024

MEETING DATE	MEETING TYPE	MEETING LOCATION	QUORUM?
January 9, 2024	Regular	Commission Room	Yes

<b>PERSONS IN ATTENDANCE</b>			
	Name	Officer	Present
<b>BOARD DIRECTORS AND OFFICERS</b>	George Williams	Chair	Yes-In Person
	Kathleen Reed	Immediate Past Chair	Yes-In Person
	Jane Dixon	Vice Chair	Yes-In Person
	Marcy Williams	Treasurer	Yes-In Person
	William Back	Secretary	Yes-In Person
	Dena Abell		Yes-In Person
	Carey Fauscett-Anderson		Yes-In Person
	John Rollins		Yes-In Person
	Heath Cloud		Yes-In Person
	Harry Abell		No
	Stacey Prater		No
	<b>STAFF</b>	Sandy White	President & CEO
Trish Cloud		Welcome Center Mgr	
Darlene Carlson			

<b>CALL TO ORDER, INVOCATION, AND ROUTINE MOTIONS</b>	
Call to Order	By George Williams, Chair 6:00 pm
Invocation	Kathleen Reed
Pledge of Allegiance	George Williams

MOTION to Amend Agenda	Sandy White to amend
MOTION to Approve Agenda (as amended, if applicable)	Moved by Heath Cloud Seconded by John Rollins Vote: Unanimous approval
Motion to Approve Minutes from meeting held on November 28, 2023. Marcy would like to see minutes distributed in a more timely Manner-Trish Cloud to be Recording Secretary at Board Meetings	Moved by Heath Cloud Seconded by Jane Dixon Vote: Unanimous Approval

**TREASURER’S REPORT**

Financial report - Marcy Williams went over report as of 1-9-24

Discussion about Money in the Bank of Dade. Farm Bureau has a jumbo CD - suggested to move \$50,000 to the Farm Bureau and leave \$50,000 in Bank of Dade.

Marcy makes a motion to move \$50,000 to Farm bureau and Heath seconds. All approved - no opposed or abstained

Income Statement - Marcy explained line by line (assets and expenses)

Motion to accept financial report moved by Kathleen Reed

Seconded by Heath Cloud

Vote to Accept Financial Report: Unanimous Approval

Introduction of Darlene Carlson - PT employee - Gift shop manager and day to day bookkeeping  
Darlene introduces herself and explains her expertise.

**PRESIDENT’S REPORT**

136 investors

Vic’s Wine & Spirits and TVFCU newest members

Ads placed in different publications

859 So. Living Leads that Visitors Guides. are being sent out to people that requested information

Ad will be in Golf Guide on the score page - Trenton Golf and Moccasin Bend Golf

GA Great Places for Spring and Fall

GA State Parks guide

Banner Ads - State parks online 15 parks. They get millions of views on these banner ads

Revamping the website with marketing 365 - rec’d 3 options of the website as of 1-9-24

December events went great

City Council - Ryan Faircloth gave AFD a compliment

Presented Ryan's suggestion about AFD hosting an event for the hospitality people and have an open discussion - Sandy and George to discuss so they can present at the next board meeting in February.

February 8 - Retreat scheduled with Tamara Brock with GA Power  
Sandy to give update on strategic plan from 2023  
Strongly suggest to have a yearly planning session

Sandy presenting - Funding for Library - Tourism promotion funding - 18 signs for the story walk - along trail behind Citizens bank - permanent installation and a nice tourist attraction. \$2500 is being requested by the library for tourism funding - Library has been working with the City and County and will talk to the bank.

George asks to make a motion to accept that we pay \$2500 to the Dade County Public Library - William makes the motion

Marcy Seconded the motion.

Dena questioned about the upkeep of the trail - who will be responsible for the upkeep of the trail. Library will upkeep the story walk stations. Dena and Heath still had concerns about the maintenance of the trail. Carey said that according to Monda the situation was resolved and city workers were maintaining it. Carey suggests that the story walk go around Jenkins Park and not Town Creek trail. AFD can promote the story walk.

William Back Amends the motion to support the grant for the story walk for the library to have 18 signs that will start East and go into and around Jenkins Park. Will only give money if it goes to Jenkins Park. Dena 2nds

All approved no opposed as long as it goes around Jenkins Park.

Saving Shaylia - Fundraiser on 2-3-24 requesting funding for advertising flyers in papers for the event - \$1,000. William provided additional input that Saving Shaylia isn't a tax exempt organization but Smoke on the Square is.

Made a motion to accept funding for \$1,000 for Saving Shaylia

Carey Fauscett-Anderson made a motion

Heath Cloud seconded it.

Vote - All opposed.

## COMMITTEE REPORTS

Public Arts committee report - William Back

Sue Gridley resigned of chair of the public art committee as of 12-31-23,

Need a chair for that committee. Sue is supposed to talk to Jayne Jarrett-James.

Tourism committee

Update from UGA - April 15th coming to town and should have designs a few months after that. Charity announced she will not be chairing the Tourism committee.

George wants to talk to Josh Ingle and George wants someone from the school on this committee.

Prime Time event at the Library Tuesday nights 2/20 - 3/20 (2/27 is taken)  
Dena is volunteering to chair this - will work with Mindy to coordinate food for the night.

Dade Expo - meet with Jane to set a date.

Dorinda and Charity and they have indicated they didn't want to renew being on the board and Charity did not want to chair the tourism committee. They have come to the end of their term

Economic Development - John Rollins nothing new to report.

### **OLD BUSINESS**

Follow up discussion regarding ByLaws - William Back

Make AFD ByLaws more flexible

Article 3

William makes a motion: Add a new paragraph 7 article 3 - Majority vote - to make minor deviations/provisions - put verbiage to this and bring to the next meeting in February to approve.

### **NEW BUSINESS**

Nomination of Directors - William Back

Didn't have a December meeting so we didn't have nominations in December per the bylaws.

Suggests to make nominations tonight 1-9-24 and vote in February elect directors and nominate officers and push off the officer voting to March. March vote on officers - Chair and Vice Chair have to be board of directors but Secretary and Treasurer doesn't.

Marcy suggests that new nominees for new directors should be present in the meeting for current Directors to meet and see how they fit with the existing group.

Sandy to put together an application for the Board of Directors and they can see what is expected as well. Will have 2 resumes by February meeting and possibly more and invite them to attend and include application of membership.

2024 Budget - Marcy and Sandy

Marcy detailed the budget for 2024 and final numbers of 2023

Investor Events - Networking opportunities for the membership - Lunch/learn, other lunches,

Family Fun Day in September - Thank you to the membership for investing

Motion to accept 2024 budget made by Kathleed Reed

Seconded by Heath Cloud

Vote: Unanimous approval

**OPEN FLOOR**

George asks if the board will approve for him to work with school for scholarship - trade school apprenticeship and college scholarship. \$1,000 per person

Sandy talked about the strategic plan -Work force development and having a person in south GA to talk to us through zoom about workforce development - after the planning session we might have a better idea about how to proceed with scholarships and workforce. UGA Fanning Institute will have grants for Adult Leadership classes that would help fund and train us a leadership program in Dade county.

Carey suggests working/partnering with GNTC or SLTC or Covenant and see if they would match our scholarship effort

George will do more research and bring it back to the Board at the February meeting.

Next meeting 2-13-24 asking to move February meeting 2-2-24 - 6pm  
Historic Courthouse and museum to keep down confusion between the historic courthouse and judicial building.

Conflict of Interest - if a board member has a business and wants to personally profit, bring it before the board.

Dena explained Harry's intentions of still wanting to be on the Board of Directors but he will be decreasing his volunteering activities. Harry will need to send George a memo about his intentions because this is a volunteer board.

**ADJOURNMENT AND NEXT MEETING**

MOTION TO ADJOURN	Moved by Marcy Williams Seconded by John Rollins Vote: Unanimous approval
Next Regular Meeting	Friday, February 2, 2024 at 6 pm Dade County Commission Room

**ADMINISTRATIVE**

Attachments	President's Report Financial reports as of January 9, 2024
Submitted by	Patricia Cloud, Recording Secretary Note: These Minutes are unofficial until approved by the Board.