

Alliance for Dade

BOARD MEETING MINUTES

| MEETING DATE | MEETING TYPE | MEETING LOCATION | QUORUM? |
|------------------|--------------|------------------|---------|
| October 31, 2023 | Regular | Guthrie's | Yes |

| PERSONS IN ATTENDANCE | | | |
|---------------------------------------|-------------------------|----------------------|-----------------|
| BOARD DIRECTORS AND OFFICERS | Name | Officer | Present |
| | George Williams | Chair | Yes – in person |
| | Kathleen Reed | Immediate Past Chair | No |
| | Jane Dixon | Vice Chair | Yes – in person |
| | Stacey Prater | | No |
| | Harry Abell | | Yes – in person |
| | Marcy Williams | Treasurer | Yes – in person |
| | Dena Abell | | Yes – in person |
| | Dorinda Moon | | No |
| | Charity Barton | | No |
| | Carey Fauscett-Anderson | | No |
| | John Rollins | | No |
| | Heath Cloud | | Yes – in person |
| | William Back | Secretary | Yes - In person |
| STAFF, COMMITTEE MEMBERS | Sandy White | President & CEO | Yes - in person |
| | Trish Cloud | Welcome Center Mgr. | Yes - in person |
| GUESTS | Name | Organization | |
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| CALL TO ORDER, INVOCATION, AND ROUTINE MOTIONS | |
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| Call to Order | by George Williams, Chair, at 6:01 p.m. |
| Invocation | Harry Abell |
| Pledge of Allegiance | George Williams |
| MOTION to Amend Agenda. | N/A |
| MOTION to Approve Agenda (as amended, if applicable). | Moved by Harry Abell Seconded by Marcy Williams Vote: Unanimous approval |
| MOTION to approve Minutes from meeting held on September 12, 2023. | Moved by Harry Abell Seconded by Jane Dixon Vote: Unanimous approval |

TREASURER'S REPORT

The Treasurer reviewed the financial condition of the Alliance, as of October 31, 2023. The City and County are up-to-date on tax remittances.

MOTION to Approve financial reports as of October 31, 2023.

Moved by Harry Abell

Seconded by Heath Cloud

Vote: Unanimous approval

The Chair asked Members to gauge our relationship with financial institutions that have not made a significant investment in the Alliance. Consensus: to ask the Chair to encourage financial institutions to reconsider the level of their investment in the Alliance; and then the Board can make a decision appropriate to the situation.

PRESIDENT'S REPORT

See attached [Report](#) from the President, Sandy White.

Note that we now have 133 Investors, rather than 132.

We have rec'd three quotes (two of which are competitive) to develop the Alliance web site --

- Civic Plus (which handles the County web site): \$6,900 for basic package;

- 365 Marketing: \$8,800 plus \$75/month for hosting

There is a meeting scheduled for 11-7-23.

Jane Dixon spoke at the Fairyland Garden Club and rec'd a warm reception over Dade County tourism mementoes.

COMMITTEE REPORTS

Public Arts Committee

William Back, reporting: Committee is reviewing post-event questionnaire responses from vendors.

Tourism Committee

Report due next meeting.

Dade Expo

Jane Dixon, reporting. Meeting today, just prior to Board meeting.

OLD BUSINESS

Scenic Dade has installed a plaque thanking the Alliance for financial support of the Town Creek Trail.

Bylaw Amendment – following discussion, resolution was tabled so William Back can redraft proposed Amendment, taking into account the comments from this meeting. [See attached proposed amendment to Articles III and VII.](#)

NEW BUSINESS

Wayfinding Signage program. Sandy White: We have been in talks with Univ of Georgia regarding a consulting agreement for signage.

MOTION to Approve expenditure of \$20,000 from the current year Alliance marketing budget to pay for UGA signage study.

Moved by Marcy Williams

Seconded by Heath Cloud

Vote: Unanimous approval

Investor fee schedule. Sandy White: Sandy will present more detailed Investor structure at the next meeting. [See attached proposed schedule.](#) Harry Abell proposed keeping a Senior / Student rate of \$50 and an Individual rate of \$75.

Retail Survey. William Back presented a market scale survey of a variety of retail businesses, showing that there does remain some possibility of attracting retail business to the Trenton area. The key issue is market population size, whether local or from area highways.

OPEN FLOOR

No items.

EXECUTIVE SESSION

MOTION to go into executive session to discuss personnel.

Moved by Marcy Williams

Seconded by Jane Dixon

Carried by the following vote: unanimous

MOTION to exit executive session.

Moved by Heath Cloud

Seconded by Harry Abell

Carried by the following vote: unanimous

POST-EXECUTIVE SESSION

MOTION to increase compensation as follows:

- Salary increase for President.
- Salary increase for Welcome Center Manager.
- Christmas / Year-end bonuses for both.

Moved by Marcy Williams

Seconded by Harry Abell

Carried by the following vote: unanimous

ADJOURNMENT AND NEXT MEETING

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|----------------------|--|
| Motion to Adjourn | Moved by William A. Back Seconded by Jane Dixon Vote: Unanimous approval |
| Next regular meeting | Tuesday, November 14, 2023, at 6:00 p.m., at a place to be determined and Zoom videoconference |

ADMINISTRATIVE

| | |
|--------------|--|
| Attachments | <ul style="list-style-type: none"> • President's Report • Proposed Bylaws Amendments • Wayfinding signage info page • Proposal regarding annual investment amounts |
| Submitted by | William A. Back, Secretary Note: These Minutes are unofficial until approved by the Board. |