



BOARD MEETING MINUTES

MEETING DATE	MEETING TYPE	MEETING LOCATION	QUORUM?
September 1, 2020	Regular	Zoom Videoconference	Yes

PERSONS IN ATTENDANCE				
	Name	Officer Title(s)	Present	Absent
INTERIM BOARD MEMBERS & OFFICERS	Kathleen Reed	President		√
	George Williams	Vice President	√	
	Harry Abell	Treasurer	√	
	Jane Dixon	Secretary	√	
	Dena Abell	<i>(arrived late)</i>	√	
	Nelson Eash	<i>(arrived late due to Zoom problems)</i>	√	
	Sue Gridley		√	
	Josh Ingle		√	
	Jeff McBryar			√
	John Rollins		√	
	Marcy Williams		√	
	Bob Woods		√	
	Dan Zink			√
COMMITTEE MEMBERS AND GUESTS	Name	Capacity or Organization		
	Carey Anderson	Dade County	√	
	William Back	Dade County	√	
	Tom Pounds	Community volunteer	√	

CALL TO ORDER AND ROUTINE MOTIONS	
Call to Order	By George Williams at 6:06 pm
Invocation	Harry Abell
Motion to dispense with the reading of and Approve the Meeting Minutes of August 18, 2020 as amended to record end of Executive Session	Moved by Jane Dixon Seconded by George Williams All present approved
Motion to Approve the Financial Reports	Moved by Marcy Williams Seconded by John Rollins All present approved

COMMITTEE REPORTS – ATTACHED

DISCUSSIONS AND OTHER MOTIONS

CARES Act. Jane Dixon reported that the Northwest Georgia Regional Commission is offering a Covid-19 Micro Loan Fund to businesses in northwest Georgia counties. The Alliance for Dade will spearhead an effort to get the word out about the availability of these loans, which range from \$3,000 to \$50,000 at low interest rates. Jane will talk about this at the Dade County Commission meeting and ask the Dade Sentinel to cover it. Jane, Carey Anderson and Ted Rumley will talk about it on the Dade County Update. We will make sure that the Welcome Center has a copy of the information.

Investor Campaign Plan. George Williams covered the plan for a series of meetings with local businesses to introduce the Alliance for Dade and encourage them to join. See attached "Investor Campaign".

At 6:40 PM, Bob Woods moved that we adjourn the regular meeting; Jane Dixon seconded the motion and all present approved. Jane Dixon moved that we open an Executive Session; Josh Ingle seconded the motion and all present approved.

Guests Tom Pounds and Carey Anderson left the meeting.

EXECUTIVE SESSION

George Williams chaired an Executive Session to discuss a personnel matter.

At 6:45 PM, Bob Woods moved that we adjourn the Executive Session and return to the Regular Session; John Rollins seconded the motion and all present approved.

OPEN FLOOR

Harry Abell reported that the Alliance received \$1,020.10 in DMO funds and \$1,360.14 in RVIC funds today.

Harry is working to see if we can present the new Alliance for Dade website at the next City Commission meeting.

The Alliance for Dade Ribbon-Cutting is set for Wednesday, September 9. After a light breakfast at the Dade Commission Meeting Room, we will walk to the Welcome Center for the ribbon cutting. William Back will talk to Ted Rumley and Josh Ingle will talk to Alex Case and personally ask them to attend.

ADJOURNMENT AND NEXT MEETING	
Motion to Adjourn at 6:51 pm	Moved by Bob Woods Seconded by Harry Abell All present approved
Next Meeting	September 15, 2020 6:00 pm Zoom videoconference

ADMINISTRATIVE	
Attachments	Committee Reports Cash Flow Report Investor Campaign Plan
Respectfully submitted by:	Marcy Williams, Recording Secretary



COMMITTEE REPORTS

FINANCE COMMITTEE REPORT – Harry Abell

Harry put too few working hours in for Brooke on the wrong week and then approved the hours. This caused an issue since once the payroll is approved it could not be modified. A work-a-round was developed and implemented.

Software was purchased for the website to upgrade a security package to the Pro version. The cost was \$24.00. The total spent out of the pre-approved \$200 budget is \$189.99. Trenton Telephone issued a refund because I canceled voice mail, call forwarding and call waiting services as instructed by the Welcome Committee Chairperson.

We received four Individual Investor payments on Waveapps but one has not been deposited into our checking account yet (not shown on the chart above). We received one Business Investor payment and it is included in the Cash Flow report.

I received one request for expense reimbursement for \$202.01 from George Williams. Our Welcome Committee will provide details regarding the expense.

I notified Brian Wooten at Brikwoo Creative Group, LLC that we no longer need the Dade Chamber website hosted by his company. This will remove \$59 a month from our recurring expenses. The Web Committee has requested that this amount be added to their monthly budget.

WELCOME CENTER – Marcy Williams

Our new Tourism Ambassador, Titus Cartwright, started work on Saturday, August 29. He will work each Saturday from 10am – 2pm and may be able to fill in during the week if necessary.

Several pieces of artwork have been hung – the place is looking really good!

Our visit to the Ringgold Visitor Center will be rescheduled because of Brooke's absence due to illness. Brooke, Titus, and Marcy will visit with our regional manager, Ontario Finch.

TOURISM – Marcy Williams

Carey Anderson, William Back and I will be meeting with Spencer Hogg from the NW GA Joint Development Authority on Thursday to talk about formation of a joint Tourism Board.

MEMBERSHIP – George Williams

A Kickoff Plan and timeline have been put together for the Investor Campaign. Will be presented at the board meeting.

BUSINESS SERVICES – Jane Dixon

The committee is available to work with George once plans are in the making for the Business Expo. I am suggesting that The Alliance serve as the point of contact for small businesses in the community wishing to apply for Northwest Georgian Regional Commission CARES Act COVID-19 Micro-Loan Fund. I will share with group Tuesday and with Commissioners on Thursday. (Depending on Board Members input) No other plans are being initiated at this time.

BUSINESS EXPO – George Williams

The school is available on Saturday, December 5th. Working on putting a plan together – number of exhibitors, costs for tables/pole & drape, recommended booth prices. I need to gather additional information from Nathan. Should be able to present at the next board meeting.

WEBSITE – Harry Abell

Our website is now ready and has been tested to ensure that it looks great and functions properly. Our old website has been directed to the new site. If someone types in their browser the Alliance or Dade Chamber web address they will go to the new site. The fee we paid for the old site was \$59 per month. I am requesting the Board approve the accumulation on an annual basis of \$59 per month to be used for the new site to purchase hosting services and software. It is not expected that all that amount will be used but as we grow and our site becomes more heavily used some changes will be necessary.

Thanks to all who provided feedback on what they didn't and did like about the website. It was helpful and much of it was incorporate into the site. Please continue to provide feedback.

Give your thanks to Marcy Williams for doing a massive amount of work to make the website attractive and packed full of useful information. I have added her to the web committee. I will make a presentation at the Dade County Commission meeting on September 7, 2020 to show our website to those attending (Presentation Notes attached).

A security feature called reCaptcha by Google has been added to our website since we will be dealing with money transactions. This tool greatly reduces fraudulent activity by asking for a box to be checked that only can be done manually by a person - "I am not a Robot".

The standard for WordPress sites (we are one) is to login with wp-admin added to the end of the web address. This has been changed as a security measure against robots (machines that try to hack websites). Attempts have been made to hack our site but **have been prevented** because we use a advanced tool to stop that type of activity. This tool cost \$24 to obtain the Pro version.

A screen for investors to use for signing up and paying the Investment fee can be found here. When the form is filled out the person is sent to a secure website (Waveapps.com) they enter their credit / debit card information for payment. Approved transactions are automatically entered into our bookkeeping system. In addition, an email is sent to the Treasurer. The tool we use (on our website for Investors to sign up) sends an email to George Williams (Membership Chairperson), Brooke Lacy (Director of Operations) and me (Site Administrator) with details of what was filled out on the Investor Application. Business and Non-profit organization automatically are entered into our security system and emails are sent to tell the individual how to use their login to our website.

If you wish to enter your volunteer hours your can do that now by logging in. If you do not have a user ID let Harry know.

We have tried to provide a lot of useful information on our website for our three target areas

- Business
- Tourism
- Community

Please continue to look at our website and let me know the following:

- I do not like (care for) this
- You need to add this
- I really like this

P.S. A failed hacker attempt from Saint Petersburg, Russian Federation occurred early Friday Morning, August 28, 2020. Our security tools worked and blocked the attempt and sent me an email (or series of them) with details needed to prevent this person / organization from trying again.

County Commission Presentation Outline:

What to focus on	Points to Make - Narrative
Pages – color scheme and compact wording	(show Home page) Attractive with easy / quick read / photos. Our Mission Statement Marcy Williams lead developer
Menu system	Matches our Logo – Business, Tourism, Community (mention search feature)
About Us	Chamber of Commerce / Welcome Center
About Us - Archives	Meeting Minutes and Newsletters
Business – Business Directory	List businesses - click to learn more – see map and access to their website & phone # (if on cellphone will dial number)
Business – Choose Dade	Show Link to County website
Tourism - links	Pages (like seen before) and quick links – mention local & nearby attractions - videos
Community	Pages and quick links – show Jobs / Volunteer
Join the Alliance	Online or print – we want to partner with you and invite you to partner with us. Be an Investor!
We welcome your feedback (wrap up)	Planning future enhancements & features. What you do not like, what is missing, and what did you like.

PUBLICITY – Jane Dixon

This committee did not meet as planned but will coordinate the teaser campaign with introduction of The Alliance for Dade. Chairperson will contact available businesses with marquees to introduce The Alliance for Dade. The Sentinel did not print the free teaser last week but agreed to this Wednesday- will see. Josh Ingle was to talk with Dr Harris and hopefully we can appear on all school marquees in the near future. Marcy has provided Chair with suggested plans with dates for marquees and newspaper and online. Chairperson will attempt to follow her suggestion. Harry Abell will be presenting at the County Commission meeting and City Commission(?) a walk thru of the Alliance website. The Alliance has had Board Member attendance and presentations at County and City Commission meetings on a regular basis.

SIGNAGE – Nelson Eash

I have been having conversations with Stanley McCarley from the Georgia Department of Transportation. I am reviewing our needs with him. He has sent me some information on how to get the signs applied for made and installed. Still working on cost for the signs and installation.

FINANCIAL REPORT

September 1, 2020

Below is a Cash Flow Report for our activity from the last report until Monday August 31st.

Date	To	For	Expense	Deposit	Balance
Ending balance last report					\$9881.99
08/17/20	WP ROCKET	Software	\$44.10		\$9,837.89
08/18/20	Nakia Lacy (Brooke)	PAYROLL	\$189.72		\$9,648.17
08/19/20	GEORGIA POWER	Electricity	\$246.76		\$9,401.41
08/19/20	TRENTON TELEPHONE CO.	Phone & Internet	\$198.81		\$9,202.60
08/20/20	Refund from Trenton Telephone	Phone & Internet		\$63.24	\$9,265.84
08/20/20	Nakia Lacy (Brooke)	PAYROLL	\$189.72		\$9,076.12
08/21/20	Harry Abell	Individual Investor – Senior		\$48.25	\$9,124.37
08/24/20	Wish to remain anonymous – two persons	Individual Investor - Senior		\$96.50	\$9,220.87



Investor Campaign Kick-Off Plan

Due to Covid19 and the importance of social distancing and small group events, here is a plan for doing Investor kick off meetings.

1. Meeting venue will be the Dade County Commission Meeting room, or perhaps Thatcher's.
2. Meetings will start at 8 AM with a light serve-yourself breakfast.
3. Kathleen Reed or George Williams will do a presentation about the Alliance for Dade.
4. Potential Investors will be invited to join the Alliance – Brooke and Marcy will be on hand with laptops to take applications onsite, or paper applications will be available.
5. After the meeting, approximately 8:30 to 8:45, Investors will be invited to visit the Welcome Center.
6. Potential Investors will be invited via email to the key contact. Meetings will be limited to 20 or fewer people.
7. Investors will be invited by business category such as medical or financial. (see attached listing).
8. Invitees will be required to RSVP so that we can ensure the safety of our guests and staff and have a good number for attendees.
9. Once the email invitation is sent, **Board Members will call or visit the businesses they have committed to contact and encourage the business to attend the meeting.**
10. The day before the meeting, Brooke Lacy will call potential investors that have not responded.
11. Included in the presentation should be:
 - a. New Logo
 - b. Mission Statement
 - c. Events planned to help the business community, e.g., Business Expo.
 - d. New Board of Directors and Friends, who helped build the Alliance.
 - e. Welcome Center reinvented with M-Sa business hours, intro Brooke and Titus
 - f. Investor Benefit Review
 - g. Q&A
 - h. Join!
12. We should have one Investor at each meeting who is ready to stand up and join the Alliance. "I'm joining and you should, too!"
13. Adjourn and invite folks to walk over to the Welcome Center.