



BOARD MEETING MINUTES

July 13, 2021

MEETING DATE	MEETING TYPE	MEETING LOCATION	QUORUM?
July 13, 2021	Regular	Zoom videoconference	Yes

PERSONS IN ATTENDANCE				
	Name	Officer Title(s)	Present	Absent
BOARD DIRECTORS & OFFICERS	George Williams	Chair	✓	
	Kathleen Reed	Immediate Past Chair		✓
	John Rollins	Vice Chair	✓	
	Harry Abell	Treasurer	✓	
	Marcy Williams	Secretary	✓	
	Dena Abell	<i>Joined at 6:23 PM</i>	✓	
	Charity Barton			✓
	Jane Dixon		✓	
	Dorinda Moon			✓
	Chad Payne			✓
COMMITTEE MEMBERS AND GUESTS	Name	Capacity or Organization		

CALL TO ORDER AND ROUTINE MOTIONS	
Call to Order	By George Williams at 6:02 PM
Invocation	Harry Abell
Motion to dispense with the reading of and Approve the Meeting Minutes of June 1, 2021	Moved by John Rollins Seconded by Jane Dixon All Board Directors present approved
Motion to Approve the Financial Reports	Moved by Marcy Williams Seconded by John Rollins All Board Directors present approved

COMMITTEE REPORTS

Provided to all Directors in advance and attached to these minutes. The following issues were discussed:
Public Art Committee requested that Titus Cartwright be allowed to attend the Trenton United Methodist Church Fine Arts Camp one morning to serve as a mentor to the kids in art class. The board agreed that this would be a good opportunity for the Alliance to serve the community.

OLD BUSINESS

Lunch & Learn. David Carroll, newscaster on WRCB Channel 3, author, and columnist, is confirmed as our speaker for the August 5 Lunch & Learn. Dena Abell will work on menu and room décor. Jane Dixon will talk to the Dade Sentinel about doing a feature in the paper about the event and to the Library and Citizen's Bank about posting the event on their marquees.

Dade Sports Complex Holiday Event. Dena reported that she and Jane have collected and supplied information to the county about possible sources for holiday light displays. The decision is in the county’s hands as to whether or not they proceed with the event. The Alliance is happy to help in any way we can, and Dena and Jane will meet with Ted Rumley again for direction.

Light Up Trenton. Jane Dixon moved that the Alliance for Dade fully sponsor the Light Up Trenton event again in 2021. John Rollins seconded the motion, and all Board Directors present approved.

NEW BUSINESS

Dade County Budget Request. George Williams reported that the county has agreed to provide the Alliance with \$10,000 in funding for the July 2021 – June 2022 fiscal year. If county revenue increases, we may receive additional funds. The new Hotel/Motel tax law requiring AirBnB/VRBO/etc. to collect the tax and send it to the county/city should increase our revenue from this source.

GACCE Conference. George and Marcy Williams attended the GACCE conference in Jekyll Island. Key points:

- We made contacts with other chambers and vendors who are very willing to offer help and advice.
- The main presenter, Dr. Melissa Furman, talked about diversity, equity and inclusion and the challenges of managing the different generations of employees – Boomers, Gen X, Gen Y and Gen Z.
- All Georgia chambers are dealing with workforce development challenges. They have tried job fairs, student boot camps, and working with local technical colleges. The Alliance can start by creating a task force to meet with the large employers in Dade to ascertain exactly what they need.
- The Knoxville TN Chamber did a presentation about how they re-focused and established a strategic plan concentrating on economic development – not events.

RVIC Conference. In order to retain our designation as a certified Regional Visitor Information Center, Titus must attend the annual RVIC conference, which will be held at Lake Lanier August 29-30. Marcy estimates the cost for registration, lodging, meals, and mileage will be ~\$700. Marcy moved that the expense be approved; John Rollins seconded, and all board directors present approved.

Special Events Ordinance. The county is considering an amendment to the existing Special Events Ordinance that would require any event of a certain size to apply for a permit in advance of the event – whether on public OR private property. One of our investors asked the Alliance for its position on this matter. The Alliance will draft a survey to solicit Investors’ opinions on this subject and provide the results to the county commissioners.

ADJOURNMENT AND NEXT MEETING	
Motion to Adjourn at 6:59 PM	Moved by George Williams Seconded by John Rollins All Board Directors present approved
Next Meeting	Tuesday, August 3, 2021, at 6:00 pm Location: Zoom videoconference

ADMINISTRATIVE	
Attachments	The following documents are incorporated within these Minutes: A. Alliance for Dade June Financial Statements B. Committee Reports C. Investors to Date
Respectfully submitted by:	Marcy Williams, Secretary



Alliance for Dade, Inc.
Balance Sheet
as of 06/30/2021

Account Number	Account Name	Amount
Assets		
Current Assets		
1000	Checking	\$12,345.38
1010	DCCoC Checking	\$251.83
1020	Petty Cash	\$92.72
Total Current Assets		<u>\$12,689.93</u>
Total Assets		<u>\$12,689.93</u>
Liabilities		
Total Liabilities		<u>\$0.00</u>
Equity		
Unrestricted Net Assets		
3000	General Fund - Fund Balance	\$12,239.83
Total Unrestricted Net Assets		<u>\$12,239.83</u>
Restricted Net Assets		
3150	TCT (RVIC) - Fund Balance	\$5,650.50
3175	TPD (DMO) - Fund Balance	\$-5,200.40
Total Restricted Net Assets		<u>\$450.10</u>
Total Equity		<u>\$12,689.93</u>
Total Liabilities + Total Equity		<u><u>\$12,689.93</u></u>



Alliance for Dade, Inc.
Income Statement: Current Month v. Year
for the period of 01/01/2021 to 06/30/2021

Account Number	Account Name	YTD Amount	Current Month
Income			
Hotel - Motel Tax			
4150	TCT (RVIC)	\$4,848.12	\$0.00
4175	TPD (DMO)	\$3,523.60	\$0.00
Total Hotel - Motel Tax		\$8,371.72	\$0.00
Investor Payments			
4100	Investor Dues	\$4,729.90	\$0.00
Total Investor Payments		\$4,729.90	\$0.00
Other Income			
4300	Bank Account Interest	\$2.78	\$0.33
4600	Donations	\$20.00	\$0.00
Total Other Income		\$22.78	\$0.33
Events			
4710	Lunch & Learn	\$780.00	\$0.00
Total Events		\$780.00	\$0.00
Total Income		\$13,904.40	\$0.33
Expense			
Payroll			
5000	Net Wages - Employee	\$9,747.22	\$1,903.11
5005	Payroll Taxes - Employee	\$1,978.39	\$371.88
5006	Payroll Taxes - Employer	\$1,650.73	\$95.16
5010	Payroll Processing Fees	\$100.00	\$25.00
5011	Tax Filing Fees	\$59.39	\$0.00
5015	Workers' Comp Insurance	\$165.30	\$25.77
Total Payroll		\$13,701.03	\$2,420.92
Facility			
5100	Rent	\$1,750.00	\$250.00
5110	Insurance	\$163.00	\$0.00
5120	Electric	\$789.21	\$108.05
5130	Telephone & Internet	\$684.10	\$115.55
Total Facility		\$3,386.31	\$473.60
Administrative			
5220	Credit Card Processing Fees	\$70.07	\$0.00
5230	Office Supplies	\$415.91	\$66.09
5260	PO Box	\$106.00	\$106.00
5270	Accounting & Computer Software	\$308.00	\$69.00

Account Number	Account Name	YTD Amount	Current Month
Total Administrative		\$899.98	\$241.09
Subscriptions & Training			
5510	Membership Dues	\$25.00	\$0.00
5550	Training & Education	\$100.00	\$0.00
5555	Mileage Reimbursement	\$33.82	\$0.00
Total for 5550 - Training & Education		\$133.82	\$0.00
Total Subscriptions & Training		\$158.82	\$0.00
Meetings & Events			
5420	Light Up Trenton	\$43.70	\$0.00
5450	Blessing Box	\$253.31	\$0.00
5460	Lunch & Learn	\$824.83	\$165.76
5500	1945 Dade County Fair	\$250.00	\$250.00
Total Meetings & Events		\$1,371.84	\$415.76
Marketing			
5320	Signage	\$693.93	\$0.00
5330	Printed Marketing Materials	\$277.76	\$0.00
5340	Ribbon Cutting	\$88.78	\$0.00
5350	Alliance Website	\$174.44	\$13.16
Total Marketing		\$1,234.91	\$13.16
Total Expense		\$20,752.89	\$3,564.53
Net Income (Loss)		\$-6,848.49	\$-3,564.20



Alliance for Dade, Inc.
Statement of Cash Flows
for the period of 06/01/2021 to 06/30/2021

Account Number	Account Name	Amount
Operating Activities		
	Net Income	\$-3,564.20
	Adjustments to reconcile Net Income to Net Cash provided by operations:	
	Net cash provided by operating activities	\$-3,564.20
Investing Activities		
	Net cash provided by investing activities	\$0.00
Financing Activities		
	Net cash provided by Financing activities	\$0.00
<u>Summary</u>		
	Net cash increase for period	\$-3,564.20
	Cash at beginning of period	\$16,254.13
	Cash at end of period	\$12,689.93



Committee Reports July 13, 2021

FINANCE – Harry Abell

We received two refunds from the IRS for overpaid taxes totaling \$38.26. We paid \$13.16 for a domain name renewal.

WEBSITE – Harry Abell

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.

ECONOMIC DEVELOPMENT – John Rollins

Discussion with IDA on ideas for program connecting area workers to the plethora of available Dade County Jobs.

TOURISM – Charity Barton

PUBLICITY – Jane Dixon

Light Up Trenton Committee is asking for support from fellow board members to continue the Light Up Trenton as an Alliance function.

Pending a vote the committee will move forward in partnership with Dade Expo, the library and parade for the first Saturday in December. Dena Abell has submitted a report as she has carried the load of the committee while investigating for lights at the Sports Complex. "Volunteer of the Year." she be.

Kathleen has been a major player with Nathan organizing and seeing that every detail was considered for the 1945 Dade Fair. Kathleen is certainly a community citizen that represents not only the Bank but acquaints folks with the leadership of the Alliance for Dade. Alliance Live is excellent. Many thanks to Carey for her promotion of Alliance Live on the Dade County Website.

Publicity will follow the July board meeting when the August Lunch & Learn details are covered. We are still sharing monthly with both the county and city commissioners at their board meetings.

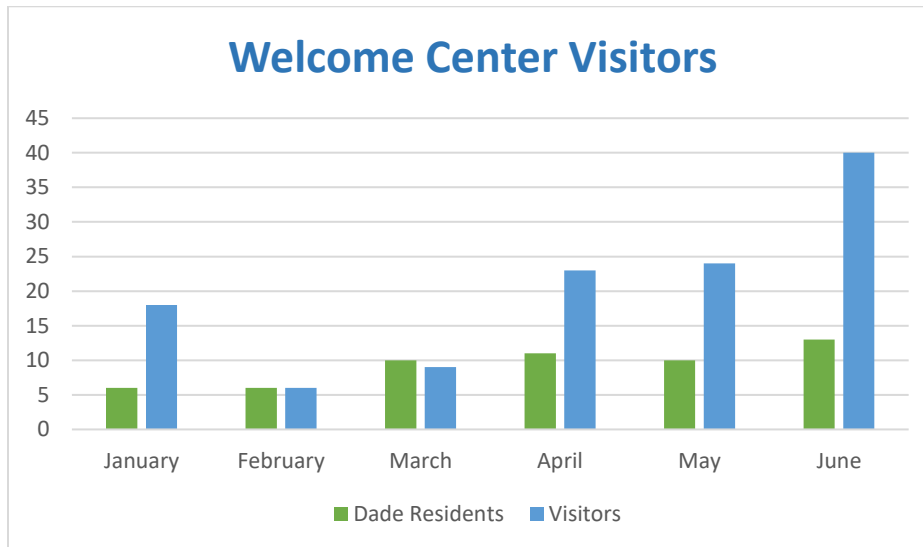
MEMBERSHIP – Chad Payne

Current membership stands at 72 Investors, with \$15,125 collected. There have been no new investors in the past month. See complete list attached.

7	Champion
8	Patron
30	Business
14	Non-Profit
3	Individual
10	Senior
0	Student
<hr/>	
72	

WELCOME CENTER / SIGNAGE – Marcy Williams

Welcome Center visits continue to increase . . .



BUSINESS SERVICES – George Williams

We will be videotaping more *Alliance Live!* on July 23. The investors being videoed are excited about the event, and the videos have been well-received on our weekly Alliance Builder emails to all investors.

The next Lunch & Learn is scheduled for Thursday, August 5, 11:30 – 1pm at the Trenton Community Center. David Carroll will be our guest speaker. He may have copies of his new book with him, but he is not sure if they will be ready in time.

PUBLIC ART – Sue Gridley

We have taken photos of some available sculptures and plan to add more soon. Titus and I have met to print the photos taken so far of art that could be used in Trenton.

Titus and I also met to go over recommendations for a booklet/slide show of public art (sculpture in this case) displayed in various other communities. William and I met and further refined recommended photos for the booklet/slide show. We have talked with Mark Issenberg, Mr. Sorrell, and I have messaged Isaac Duncan III after seeing his recent installation at Lodge Cast Iron to see what might be available. Mark knows someone else we might be able to contact, and I want to speak with Julie Hailey Clark to get photos of available pieces if there are any.

I also talked with Dottie Abercrombie about the possibility of ways we can participate with her excellent Fine Arts summer program for children at the TUMC. This will start early in July, so we need to get on it if we can be involved. There will be 4 age groups for sculpture, music, drama, and one more.

- Could we display selected works at the office at the end of the program?
- Could we take photos of the music and drama groups?
- Could George do interviews with Dottie and/or the kids for The Alliance website/email posts?
- Would it be OK to ask Titus to take 2 hours one morning from 10-12 to meet with the older kids and their teacher if he says OK?

- Finally, could we sponsor a child's attendance for \$50?

I think this has potential for community outreach and getting local families and friends to visit the Alliance office to learn about us, to start referring friends and visitors, to see some of the art, which could be rotated, and to find a reason to join Alliance.

The house Bob Dombrowski lived in is being cleared and some art has been unearthed. I've asked Katie Bien to let me know when any found sculpture might be viewable. It will be available for the public to buy at some point in the future.

We are still working on costs. We think for a temporary installation, depending on the piece, maybe \$400 would be a starting price. But we are exploring things that are less and more costly.

SPORTS COMPLEX CHRISTMAS LIGHT DRIVE-THROUGH – Dena Abell

I sent an email about the idea of a Drive Through Christmas Display at the Sports Complex earlier in the month. This is a follow-up to a meeting that was attended by Stacy Stephens, Ted Rumley, Jane Dixon, Peter Cervelli, and me. I wanted to make sure someone from the Sports Complex is aware of this info and who will decide from the County on how to proceed with this exciting event.

Start date for the drive through Christmas display would begin on December 4th and last through January 1st. Stacy would handle the on-off of the lights each night. And there are plans to expand an existing road for an easy out or in.

Below is the contact information I obtained from Rock City and Camp Jordan.

If you would like me to poll local Churches to see if they have interest in placing a Christmas display at the Sports Center.

I made contact with Camp Jordan and Rock City. Both organizations provide me with their suppliers.

Camp Jordan, Director of Park, Adam Wilson. He provided me with the event vendor they use. mocadesign.com. Exciting and \$\$\$\$.

Rock City, Event Coordinator, Kyle Kunkill. He was a great help with contacts. Rock City has 5 employees who start after Labor Day, decorating Rock City. Mr. Kunkill has contacts he supplied to me. Vickerman, contact Dinah Jacobs, (352-556-2265). They have two events at the Atlanta Market, January and July. Rock City purchases their lights and other items from this company. Mr. Kunkill inquired if the Sports/Complex had a Business license. Need an account and a minimum dollar order. S4 is their contact for large Christmas items. Ryan Brown 888-660-6640.

AFD is concerned that businesses in Trenton may not want to participate in both "Light up Trenton", and "Christmas Light Display".

County is waiting on approval from GA Power to approve a switch of their grant dollars to Dade County.

The Light Up Trenton committee is Kathleen Reed, Jane Dixon, Dena Abell. We will have another volunteer who will be joining the committee.

DADE SPORTS COMPLEX FACEBOOK IDEAS – Dena Abell

Jane and I have been extremely busy with volunteer events.

Ideas:

- A map of Trenton businesses and restaurants.
- Contacting Hotels in Lookout Valley to check that we can include their names and contact info.
- Businesses in Lookout Valley ie: Valley Wines and Liquor
- Players down time, will need something to entertain them, will include adventures in Chattanooga and Ft Oglethorpe. Work in progress.

HOW TO DO CLASS – Dena Abell

I touched base with the Canyon Gallery and expressed the idea of hosting children birthday parties, thank you Charity. No answer as of today. I sent an email to Mr. Fahrney and David Howard. I also copied the new School Superintendent, Josh Ingle. Josh will touch base with both gentlemen and let me and Jane know if there is interest.

LUNCH & LEARN August 5th – Dena Abell

Ideas for lunch...Ham and cheese on croissants, fruit, chips, cake and drinks. Reached out to Dewayne Moon at Ingles for a cost. I will estimate attendance at 50 and request cost based on this attendance number. If you would like to volunteer to help, please let me know.

Volunteers:

Marcy

Jane



INVESTORS

6/1/2021

\$1,000	CHAMPION	7	
\$500	PATRON	8	
\$150	BUSINESS	30	
\$100	NON-PROFIT	14	
\$75	INDIVIDUAL	3	
\$50	SENIOR	10	
\$50	STUDENT	0	
		72	\$15,125

<u>Level</u>	<u>Organization / Individual</u>	<u>Investment Date</u>	<u>\$</u>	<u>Notes</u>
SENIOR	Harry Abell	8/1/2020	\$ 50	
SENIOR	Mike Lingle	8/1/2020	\$ 50	
SENIOR	Peggy Lingle	8/1/2020	\$ 50	
BUSINESS	SendOutCards	8/25/2020	\$ 150	
PATRON	George & Marcy Williams	8/28/2020	\$ 500	
BUSINESS	Standard Companies (Companias Estandar)	9/11/2020	\$ 150	
CHAMPION	City of Trenton	9/14/2020	\$ 1,000	
BUSINESS	Andrew Smith, Modern Woodmen of America	9/15/2020	\$ 150	
CHAMPION	Law Office of J. Robin Rogers	9/15/2020	\$ -	comp - provides \$3,000 in rent reduction
INDIVIDUAL	Carey Fauscett-Anderson	9/16/2020	\$ 75	
CHAMPION	Integer	9/16/2020	\$ 1,000	
SENIOR	Sue Gridley	9/18/2020	\$ 50	
SENIOR	Charles Mahan	9/21/2020		comp - framed WC map
SENIOR	Dena Abell	9/21/2020	\$ 50	
BUSINESS	General Woods Inn	9/23/2020	\$ 150	
CHAMPION	Citizen's Bank & Trust	9/26/2020	\$ 1,000	
BUSINESS	Above the Clouds Inn	9/29/2020	\$ 150	
BUSINESS	Guthrie's	9/29/2020	\$ 150	
BUSINESS	Home Harvest Retreat	9/29/2020	\$ 150	
PATRON	Oak Leaf Cottage	9/29/2020	\$ 500	
BUSINESS	Will & Amy Garrett	9/29/2020	\$ 150	
NON-PROFIT	Dade County Schools	10/1/2020	\$ 100	
NON-PROFIT	Dade Elementary School	10/1/2020	\$ 100	
NON-PROFIT	Dade High School	10/1/2020	\$ 100	
NON-PROFIT	Dade Middle School	10/1/2020	\$ 100	
NON-PROFIT	Davis Elementary School	10/1/2020	\$ 100	
BUSINESS	Wasawillow Farm	10/1/2020	\$ 150	
NON-PROFIT	American Legion Post 106	10/6/2020	\$ 100	
BUSINESS	Lookout Lavender	10/8/2020	\$ 150	
SENIOR	Connie Webb	10/13/2020	\$ 50	
NON-PROFIT	Optimist Club of Trenton-Dade	10/13/2020	\$ 100	
NON-PROFIT	Trenton United Methodist Church	10/13/2020		comp - provided use of room for Investor meetings
BUSINESS	Trenton Physical Therapy, Inc	10/17/2020	\$ 150	
BUSINESS	Top of Georgia Economic Development	10/19/2020	\$ 150	
CHAMPION	Dade County Georgia	10/20/2020	\$ 1,000	
NON-PROFIT	Friends of Cloudland Canyon State Park	10/23/2020	\$ 100	
CHAMPION	Georgia Power	10/26/2020	\$ 1,000	

BUSINESS	Reeves Heating & Air, LLC	10/26/2020	\$ 150	
BUSINESS	Creative Knitwear, Inc.	10/28/2020	\$ 150	plus made \$200 donation
PATRON	Elevated Gear	11/3/2020	\$ 500	
PATRON	Southeast Lineman Training Center	11/3/2020	\$ 500	
BUSINESS	The Dade County Sentinel	11/5/2020	\$ 150	
NON-PROFIT	Tri-State Food Pantry, Inc	11/12/2020	\$ 100	
PATRON	Chattanooga Vacation Rentals	12/8/2020	\$ 150	comp to PATRON level with donation of printer
INDIVIDUAL	Stephanie Prater	12/9/2020	\$ 75	
BUSINESS	Matt Mayfield State Farm	1/2/2021	\$ 150	
BUSINESS	Bank of Dade	1/13/2021	\$ 150	
INDIVIDUAL	Dewayne Moon	2/4/2021	\$ 75	
BUSINESS	Stevie & The Moon	2/4/2021	\$ 150	
BUSINESS	ALFA Insurance - Suzan Gross	2/8/2021	\$ 150	
SENIOR	Julie West	2/26/2021	\$ 50	
SENIOR	Tom Pounds	2/26/2021	\$ 50	
NON-PROFIT	Dade County Sheriff's Office	2/27/2021	\$ 100	
BUSINESS	Real Living Southern Realty	3/3/2021	\$ 150	
BUSINESS	Discount Flooring	3/10/2021	\$ 150	
PATRON	Covenant College	3/15/2021	\$ 500	
NON-PROFIT	Sexual Assault Victim's Advocacy Center	3/15/2021	\$ 100	
BUSINESS	Glass Farm Nursery	3/18/2021	\$ 150	
SENIOR	Sally Thomas Worland	3/23/2021	\$ 50	
BUSINESS	Valley Wine & Spirits Chattanooga	3/22/2021	\$ 150	
BUSINESS	Lookout Pointe Apartments	3/25/2021	\$ 150	
BUSINESS	Elder's Ace Hardware	3/27/2021	\$ 150	
CHAMPION	Evan Stone	4/1/2021	\$ -	comp - providing use of equipment & video services
NON-PROFIT	Dade Library	4/3/2021	\$ 100	
BUSINESS	Mosteller's Towing & Recovery	4/7/2021	\$ 150	
BUSINESS	SmallTown Nutrition	4/15/2021	\$ 150	
NON-PROFIT	Dade County Health Department	4/16/2021	\$ 100	
BUSINESS	Soloff Properties	4/21/2021	\$ 150	
BUSINESS	Canyon Gallery	4/27/2021	\$ 150	
PATRON	MaDex	5/5/2021	\$ 500	
PATRON	TVN & Trenton Telephone Company	5/18/2021	\$ 500	
BUSINESS	Valley Vibes Music & Arts Festival	5/22/2021	\$ 150	