



## BOARD MEETING MINUTES

April 5, 2022

MEETING DATE	MEETING TYPE	MEETING LOCATION	QUORUM?
April 5, 2022	Regular	Dade County Commission Meeting Room and Zoom videoconference	Yes

PERSONS IN ATTENDANCE				
	Name		Present	Absent
BOARD DIRECTORS & OFFICERS	George Williams	Chair	✓	
	Kathleen Reed	Immediate Past Chair	✓	
	John Rollins	Vice Chair	✓	
	Stacey Prater	Vice Chair	✓	
	Harry Abell	Treasurer	✓	
	Marcy Williams	Secretary	✓	
	Dena Abell		✓	
	Charity Barton			✓
	Jane Dixon		✓	
	Dorinda Moon		✓	
COMMITTEE MEMBERS AND GUESTS	Name	Capacity or Organization		
	William Back	Legal counsel	✓	
	Orey Yates	Social Media Committee Chair	✓	
	Sue Gridley	Public Art Committee Chair		✓
	Bob Woods	Former board director	✓	

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 March 1, 2022	Moved by Jane Dixon Seconded by Dena Abell All Board Directors present approved
Motion to approve the Financial Reports.	Moved by Marcy Williams Seconded by Jane Dixon All Board Directors present approved

### COMMITTEE REPORTS

**Treasurer Report.** Harry Abell provided a report showing the following disbursements in the past month:

- **Reimbursements:**
  - Food for February Board Meeting and Training – Marcy Williams \$77.70
  - Food for 2/24 Lunch & Learn – Marcy Williams \$1255.60
- **Expenses:**
  - Signage \$85 – New decal on Welcome Center door
  - US 11 Antique Alley Website \$ 52.88 - US11antiquealley.com

- Annual Membership Georgia Association of Accounting Executives \$500
- Director & Officer/Employment Liability Insurance \$712
- Light Bulbs - \$3.75

▪ **Investors:**

We had several new Investors and renewals by previous Investors for a total of \$1751.80 (credit card fee deducted from total fee for investor)

**Website.** Harry provided a report letting volunteers know that if they wish to enter volunteer hours, : they should do so here: <https://alliancefordade.com/portal/> If someone has a lot of hours, they can enter them in a spreadsheet and Harry will upload them. We continue to see hackers attempting to connect to our website and the software we have is preventing that.

**Social Media.** Orey Yates provided a report showing the reach of recent Facebook posts. He encouraged everyone to “like” and “share” Alliance FB posts. He said that Keeley Farmer has volunteered to help out with the Alliance Instagram account. The board discussed several ways to build a following for our FB page – Orey will come back in May with a recommendation of ways to do that.

**Public Art.**

Sue Gridley emailed in advance that the original plan with Trenton Telephone has to be modified based on where they will allow placement. The committee is working on a new display and hopes to find a way as TVN is still interested but where things can go is complicated.

The Public Arts Committee is planning an Art event on August 20 at the Trenton Community Center. They will be requesting that the board approve an amount to help defray costs - although It may be an income-generating event. The committee is working on a logo.

**Drugs Don't Work Program.** Stacey reported that she will need some assistance with the roll-out of the DDW program. Marcy offered to help organize and the two of them will get together. Chuck Wade, the state coordinator for DDW, can do an in-person event about the program, if we wish.

**1945 Dade County Fair.** Kathleen Reed reported that the 1945 Dade County Fair Committee has asked the Alliance for Dade to run the Information Tent under a canopy from 10am to 6pm. We will provide information to vendors and visitors and collect money for the 50/50 drawing. Kathleen will develop a schedule and ask for volunteers to staff the tent. George raised a concern about the Alliance volunteers being responsible for cash and asked what kind of security would be provided. Kathleen will find out. Harry moved to approve \$250 to sponsor an event at the Fair; Marcy seconded, and all board directors present approved.

**DADE EXPO – Jolly Holidays!** Harry reported that a planning meeting is scheduled for Tuesday, April 26 at 1pm at Guthrie's. Showtime Events has been scheduled for setup on November 25 and breakdown on November 26. They will provide costs and the quantity of draper, poles, tables, and tablecloths will be finalized later. Ray Grasham will return as Santa. He has been told that no smoking is allowed and that his costume cannot smell. Victoria Artrip will return as the photographer. Bo Patterson will take the lead on kids' activities, Santa, and the photographer. Dena and Harry will be out of town the week of the Expo.

**Membership.** Marcy reviewed the current list of Investors (attached to these minutes) and raised the question about at what point we should delete Investors who have failed to renew. The board agreed that we should give three renewal notifications; if not yet renewed, we will review those investors at the next board meeting to make a decision.

**US 11 Antique Alley.** Marcy reported that the Antique Alley is scheduled for May 12-15. A new website is up and running. We have contacted 27 organizations along the 502-mile route, asking them to be a “partner”. For \$100, we will post their lodging, restaurants, vendors, and special events. In Dade County, we will post information about those types of businesses if they are investors for free – if not investors, they can have their information included for \$25. Marcy will develop a flyer explaining that and send to all board directors.

### **OLD BUSINESS**

**DCHS Career Fair.** George reported that the Career Fair on April 5 at DCHS was a tremendous success. There were 35 businesses represented and over 150 students attended. Josh Ingle, Superintendent of Dade County Schools, was very pleased with the results and the plan is to make it an annual event.

**DMO Agreement with Dade County.** Marcy reported that the county has signed an agreement designating the Alliance for Dade as a Destination Marketing Organization. The county will pay the Alliance 43.75% of Hotel-Motel tax collections to be used for “planning, conducting, or participating in programs of information and publicity designed to attract or advertise tourism, convention, or trade shows” and 18.75% of Hotel-Motel tax collections to be used for “creation or expansion of physical attractions which are available and open to the public, and which may improve destination appeal to visitors, support visitors’ experience, and are used by visitors. Such expenditures may include capital costs and operating expenses.” She estimates that this will generate over \$100,000 in revenue for the Alliance annually.

**Tourism.** Charity Barton was not present at the meeting – no update on Tourism Maps.

### **NEW BUSINESS**

**Lunch & Learn.** George reported that Senator Jeff Mullis and Representative Mike Cameron are available for a Lunch & Learn Legislative Update on Thursday, May 5. We will hold the event at the Trenton Community Center from 11:30 – 1:00pm. Marcy will see if Los 3 Amigos will cater the lunch, with a Cinco de Mayo theme.

**Goals for 2022.** George provided a list of potential goals for the Alliance for 2022 (attached to these minutes). He asked each board member to rank them and add anything that he may have missed. He requested that everyone respond by April 12.

### **OPEN FLOOR**

Jane announced that there will be a ribbon cutting ceremony at SACS Thrift Avenue on April 22 at 11:00 am. She requested that as many board directors as possible please attend. She is working to reschedule Druid’s Lair and The Birdy Bistro ribbon cuttings.

Harry mentioned that he needs William Back's help to prepare a tax return for the Alliance.

<b>ADJOURNMENT AND NEXT MEETING</b>	
Meeting Adjourned at 7:38 PM	By George Williams, chair
Next Meeting	Tuesday, May 3, 2022, at 6:00 pm Location: Dade County Commission Room

<b>ADMINISTRATIVE</b>	
Attachments	The following documents are incorporated within these Minutes: A. Financial Reports – March B. Investors to Date C. 2022 Goals
Respectfully submitted by:	Marcy Williams, Secretary



Alliance for Dade, Inc.  
Balance Sheet  
as of 03/31/2022

Account Number	Account Name	Amount
<b>Assets</b>		
<b>Current Assets</b>		
1000	Checking	\$45,625.30
1020	Petty Cash	\$17.27
<b>Total Current Assets</b>		<u>\$45,642.57</u>
<b>Total Assets</b>		<u>\$45,642.57</u>
<b>Liabilities</b>		
<b>Total Liabilities</b>		<u>\$0.00</u>
<b>Equity</b>		
<b>Unrestricted Net Assets</b>		
3000	General Fund - Fund Balance	\$37,817.73
<b>Total Unrestricted Net Assets</b>		<u>\$37,817.73</u>
<b>Restricted Net Assets</b>		
3150	TCT (RVIC) - Fund Balance	\$4,988.46
3175	TPD (DMO) - Fund Balance	\$2,836.38
<b>Total Restricted Net Assets</b>		<u>\$7,824.84</u>
<b>Total Equity</b>		<u>\$45,642.57</u>
<b>Total Liabilities + Total Equity</b>		<u><u>\$45,642.57</u></u>

## Compare Income Statement

Account #	Account Name	March	Year to Date
<b><u>Income</u></b>			
<b><u>Government Support</u></b>			
4150	TCT (RVIC)	0.00	3,421.21
4162	Dade County Commission	833.33	2,499.99
4175	TPD (DMO)	0.00	2,565.91
<b>Total Government Support</b>		<b>833.33</b>	<b>8,487.11</b>
<b><u>Investor Payments</u></b>			
4100	Investor Dues	1,751.80	8,906.97
<b>Total Investor Payments</b>		<b>1,751.80</b>	<b>8,906.97</b>
<b><u>Grants</u></b>			
4200	Drugs Don't Work Grant	0.00	10,000.00
<b>Total Grants</b>		<b>0.00</b>	<b>10,000.00</b>
<b><u>Other Income</u></b>			
4300	Bank Account Interest	1.21	3.25
<b>Total Other Income</b>		<b>1.21</b>	<b>3.25</b>
<b><u>Events</u></b>			
4710	Lunch & Learn	0.00	949.20
<b>Total Events</b>		<b>0.00</b>	<b>949.20</b>
<b>Total Income</b>		<b>2,586.34</b>	<b>28,346.53</b>
<b><u>Expense</u></b>			
<b><u>Payroll</u></b>			
5000	Net Wages - Employee	1,912.81	4,943.34
5005	Payroll Taxes - Employee	362.19	932.66
5006	Payroll Taxes - Employer	249.09	643.37
5015	Workers' Comp Insurance	23.37	76.03
<b>Total Payroll</b>		<b>2,547.46</b>	<b>6,595.40</b>
<b><u>Facility</u></b>			
5100	Rent	400.00	1,200.00
5120	Electric	303.19	445.62
5130	Telephone & Internet	115.55	346.65
5140	Maintenance & Repairs	0.00	16.59
<b>Total Facility</b>		<b>818.74</b>	<b>2,008.86</b>
<b><u>Administrative</u></b>			
5220	Credit Card Processing Fees	6.45	70.56
5230	Office Supplies	3.75	115.16
5233	Postage	0.00	127.60
5270	Accounting & Computer Software	94.00	282.00
5280	Annual State Registration Fee	0.00	30.00
5290	D&O Insurance	712.00	712.00
<b>Total Administrative</b>		<b>816.20</b>	<b>1,337.32</b>
<b><u>Subscriptions &amp; Training</u></b>			
5510	Membership Dues	500.00	500.00
<b>Total Subscriptions &amp; Training</b>		<b>500.00</b>	<b>500.00</b>

<b>Meetings &amp; Events</b>			
5412	Board Meetings	77.70	250.99
5420	Light Up Trenton	0.00	18.73
5430	Jolly Holidays Expo	0.00	803.95
5460	Lunch & Learn	1,255.62	1,255.62
<b>Total Meetings &amp; Events</b>		<b>1,333.32</b>	<b>2,329.29</b>
<b>Marketing</b>			
5320	Signage	85.00	85.00
5340	Ribbon Cutting	0.00	28.89
5350	Alliance Website	0.00	14.16
5365	US11AntiqueAlley Website	52.88	52.88
5370	Social Media	0.00	25.28
<b>Total Marketing</b>		<b>137.88</b>	<b>206.21</b>
<b>Total Expense</b>		<b>6,153.60</b>	<b>12,977.08</b>
<b>Net Income (Loss)</b>		<b>-3,567.26</b>	<b>15,369.45</b>



Alliance for Dade, Inc.  
Statement of Cash Flows  
for the period of 03/01/2022 to 03/31/2022

Account Number	Account Name	Amount
<b>Operating Activities</b>		
	Net Income	\$-3,567.26
Adjustments to reconcile Net Income to Net Cash provided by operations:		
	Net cash provided by operating activities	<hr/> \$-3,567.26
<b>Investing Activities</b>		
	Net cash provided by investing activities	<hr/> \$0.00
<b>Financing Activities</b>		
	Net cash provided by Financing activities	<hr/> \$0.00
<b>Summary</b>		
	Net cash increase for period	<hr/> \$-3,567.26
	Cash at beginning of period	<hr/> \$49,209.83
	Cash at end of period	<hr/> <hr/> \$45,642.57





## INVESTORS

4/5/2022

shaded gray = renewal notice has been sent

red = stepped up from last year's level

shaded yellow = renewal 3 mos overdue

	Investment Date	Renewal Date	Organization / Individual	Level	\$	Notes
1	9/29/2020	1/27/2022	Above the Clouds Inn	BRONZE	\$ 150	
2	2/8/2021		ALFA Insurance - Suzan Gross	BUSINESS	\$ 150	
3	2/3/2022		Amanda Huckabee	INDIVIDUAL	\$ 75	
4	10/6/2020	3/12/2022	American Legion Post 106	NON-PROFIT	\$ 100	
5	9/15/2020		Andrew Smith, Modern Woodmen	BUSINESS	\$ 150	
6	1/13/2021	1/3/2022	Bank of Dade	BRONZE	\$ 150	
7	9/13/2021		Barbara Halvin	SENIOR	\$ 50	
8	1/4/2022		Bellora Realtors	BRONZE	\$ 150	
9	11/4/2021		Blooms & Stitches	BUSINESS	\$ 150	
10	4/27/2021	closed	Canyon Gallery	BUSINESS	\$ 150	
11	9/16/2020		Carey Fauscett-Anderson	INDIVIDUAL	\$ 75	
12	1/4/2022		Charity & David Barton	BRONZE	\$ 150	
13	9/21/2020		Charles Mahan	SENIOR		comp
14	12/8/2020	12/29/2021	Chattanooga Vacation Rentals	BRONZE	\$ 150	
15	9/26/2020	2/15/2022	Citizen's Bank & Trust	GOLD	\$ 1,000	
16	9/14/2020		City of Trenton	CHAMPION	\$ 1,000	
17	2/7/2022		Cloudland Canyon State Park	NON-PROFIT	\$ 100	
18	10/13/2020		Connie Webb	SENIOR	\$ 50	
19	7/19/2021		Corner Coffee	BUSINESS	\$ 150	
20	3/15/2021	3/7/2022	Covenant College	GOLD	\$ 1,000	
21	10/28/2020	12/28/2021	Creative Knitwear, Inc.	SILVER	\$ 150	
22	11/17/2021		Dade County Farm Bureau	BUSINESS	\$ 150	
23	10/20/2020		Dade County Georgia	CHAMPION	\$ 1,000	
24	4/16/2021		Dade County Health Department	NON-PROFIT	\$ 100	
25	8/4/2021		Dade County IDA	NON-PROFIT	\$ 100	
26	10/1/2020	12/5/2022	Dade County Schools	BRONZE	\$ 150	
27	2/27/2021		Dade County Sheriff's Office	NON-PROFIT	\$ 100	
28	10/1/2020	12/5/2022	Dade Elementary School	BRONZE	\$ 150	
29	10/1/2020	12/5/2022	Dade High School	BRONZE	\$ 150	
30	4/3/2021		Dade Library	NON-PROFIT	\$ 100	
31	10/1/2020	12/5/2022	Dade Middle School	BRONZE	\$ 150	
32	3/14/2022		David Keith	SENIOR	\$ 50	
33	10/1/2020	12/5/2022	Davis Elementary School	BRONZE	\$ 150	
34	9/21/2020	9/10/2021	Dena Abell	SENIOR	\$ 50	
35	2/4/2021	2/9/2022	Dewayne Moon	INDIVIDUAL	\$ 75	
36	2/8/2022		Diana Kohler	SENIOR	\$ 50	
37	3/10/2021		Discount Flooring	BUSINESS	\$ 150	
38	3/27/2021		Elder's Ace Hardware	BUSINESS	\$ 150	
39	11/3/2020	1/10/2022	Elevated Gear	SILVER	\$ 500	
40	9/9/2021		EPB	CHAMPION	\$ 1,000	
41	4/1/2021	4/1/2022	KWN - TV	CHAMPION	\$ -	comp
42	10/23/2020	1/25/2022	Friends of Cloudland Canyon State Park	NON-PROFIT	\$ 100	
43	9/23/2020	1/20/2022	General Woods Inn	BRONZE	\$ 150	
44	8/28/2020	12/17/2021	George & Marcy Williams	GOLD	\$ 1,000	
45	10/26/2020	10/5/2021	Georgia Power	GOLD	\$ 1,000	
46	12/29/2021		Gladys Mynatt	INDIVIDUAL	\$ 75	
47	3/18/2021		Glass Farm Nursery	BUSINESS	\$ 150	
48	9/29/2020	3/2/2022	Guthrie's	BRONZE	\$ 150	
49	8/1/2020	9/10/2021	Harry Abell	SENIOR	\$ 50	
50	9/29/2020	12/18/2021	Home Harvest Retreat	BRONZE	\$ 150	
51	1/27/2022		Hope House Café & Gift Shop	NON-PROFIT	\$ 100	
52	9/16/2020	2/2/2022	Integer	GOLD	\$ 1,000	

	Investment Date	Renewal Date	Organization / Individual	Level	\$	Notes
53	2/26/2021		Julie West	SENIOR	\$ 50	
54	8/24/2021		Kathleen Reed	INDIVIDUAL	\$ 75	
55	9/15/2020	1/1/2022	Law Office of J. Robin Rogers	GOLD	\$ -	comp
56	2/24/2022		Linda Case	SENIOR	\$ 50	
57	10/8/2020	1/17/2022	Lookout Lavender	BRONZE	\$ 150	
58	12/14/2021		Lookout Mountain CASA	NON-PROFIT	\$ 100	
59	3/25/2021		Lookout Pointe Apartments	BUSINESS	\$ 150	
60	9/15/2021		Lynne Dorsey	SENIOR	\$ 50	
61	5/5/2021		MaDex	PATRON	\$ 500	
62	1/2/2021	2/7/2022	Matt Mayfield State Farm	BRONZE	\$ 150	
63	12/14/2021		McBride's Bookstore	NON-PROFIT	\$ 100	
64	8/1/2020		Mike Lingle	SENIOR	\$ 50	
65	10/8/2021		Mom & Pops Shop	BUSINESS	\$ 150	
66	4/7/2021		Mosteller's Towing & Recovery	BUSINESS	\$ 150	
67	9/29/2020	2/14/2022	Oak Leaf Cottage	BRONZE	\$ 150	
68	10/13/2020		Optimist Club of Trenton-Dade	NON-PROFIT	\$ 100	
69	3/10/2022		Peace Love Bling (LeeAnne Absalom)	BRONZE	\$ 150	
70	8/1/2020		Peggy Lingle	SENIOR	\$ 50	
71	2/23/2022		Phillip Dawson	SENIOR	\$ 50	
72	3/3/2021	3/15/2022	Real Living Southern Realty	BUSINESS	\$ 150	
73	11/1/2021		Red Fox Service & Repair	CHAMPION	\$ 1,000	
74	10/26/2020	1/24/2022	Reeves Heating & Air, LLC	BRONZE	\$ 150	
75	12/4/2021		Richard Nace	SENIOR	\$ 50	
76	12/27/2021		Rising Fawn Gardens	BUSINESS	\$ 150	
77	3/23/2021		Sally Thomas Worland	SENIOR	\$ 50	
78	8/25/2020		SendOutCards	BUSINESS	\$ 150	
79	1/12/2022		Servpro	BRONZE	\$ 150	
80	3/15/2021		Sexual Assault Victim's Advocacy Center	NON-PROFIT	\$ 100	
81	4/15/2021		SmallTown Nutrition	BUSINESS	\$ 150	
82	4/21/2021		Soloff Properties	BUSINESS	\$ 150	
83	11/3/2020	1/10/2022	Southeast Lineman Training Center	SILVER	\$ 500	
84	12/9/2020	2/9/2022	Stacey Prater	INDIVIDUAL	\$ 75	
85	9/11/2020	2/2/2022	Standard Companies	BRONZE	\$ 150	
86	2/4/2021	2/9/2022	Stevie & The Moon	BRONZE	\$ 150	
87	9/18/2020	12/17/2021	Sue Gridley	SENIOR	\$ 50	
88	2/9/2022		Taddy & Chris Tierney	SILVER	\$ 500	
89	2/2/2022		TAG Express	SILVER	\$ -	comp
90	11/5/2020	12/22/2021	The Dade County Sentinel	BRONZE	\$ 150	
91	10/15/2021		The Vapory	BUSINESS	\$ 150	
92	12/16/2021		Titus Cartwright	STUDENT	\$ 50	
93	2/26/2021	2/1/2022	Tom Pounds	SENIOR	\$ 50	
94	10/19/2020	12/27/2021	Top of Georgia Economic Development	BRONZE	\$ 150	
95	10/29/2021		Tractor Supply	BUSINESS	\$ 150	
96	10/17/2020	1/27/2022	Trenton Physical Therapy, Inc	BRONZE	\$ 150	
97	8/13/2021		Trenton Pressing	CHAMPION	\$ 1,000	
98	10/13/2020	1/27/2022	Trenton United Methodist Church	NON-PROFIT	\$ 100	
99	11/12/2020	1/28/2022	Tri-State Food Pantry, Inc	NON-PROFIT	\$ 100	
100	5/18/2021		TVN & Trenton Telephone Company	PATRON	\$ 500	
101	11/6/2021		Uncle Lar's	BUSINESS	\$ 150	
102	5/22/2021		Valley Vibes Music & Arts Festival	BUSINESS	\$ 150	
103	3/22/2021		Valley Wine & Spirits Chattanooga	BUSINESS	\$ 150	
104	10/1/2020	3/1/2022	Wasawillow Farm	BRONZE	\$ 150	
105	9/29/2020		Will & Amy Garrett	BUSINESS	\$ 150	

### Alliance for Dade Board 6-12 Month Goals 2021

Goal	# of Board Members	Accomplishments - Year End
Increase the number of investors to 100+, over \$20 k revenue	6	Just shy of 100 at year end
Quarterly Newsletter first issue January 2021	6	Completed - became weekly "Alliance Builder"
Weekly Updates to Investors Mail Chimp Constant Contact	6	See above
Hire a President/CEO or Executive Director	5	On hold to review financial status
Networking Events/Seminars/ Lunches etc.	5	Completed - 2 Lunch & Learn events
Investor Roundtable to develop plans and get feedback	5	No progress
Business Expo planning for 2021	3	Complete - DADE EXPO-Jolly Holidays! a success
Officers Elected to the Board February 2021	3	Complete
Develop a Strategic Plan with President/CEO	2	On hold
Signage	2	Completed - Visitor Welcome Center signs placed
Define the Events that AFD will sponsor or support	1	Completed
Financial Plan for growth and budgeting	1	Not completed

### Alliance for Dade Board 6-12 Month Goals 2022

Goal	Ranking	Notes
Increase the number of Investors to 125		
Continue the "Alliance Builder" weekly newsletter		
Continue and revamp the "Alliance Live" spots		
Hire a President/CEO for the organization		
Review staffing needs and hire proper staff		
Present the 2022 DADE EXPO - Jolly Holidays! event		
Sponsor Light Up Trenton! and US11 Antique Alley		
Sponsor networking events such as Lunch and Learn		
Institute Investor Roundtable or Advisory Board		
Develop Strategic Plan with Board and President/CEO		
Annual Planning for the use of Tourism funds		
Develop Financial Plan and Budget		