



BOARD MEETING MINUTES
September 12, 2022

MEETING DATE	MEETING TYPE	MEETING LOCATION	QUORUM?
September 12, 2022	Regular	Davis Elementary 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			✓
	Name	Capacity or Organization		
STAFF, COMMITTEE MEMBERS AND GUESTS	Sandy White		✓	
	Margo McDade	Director of Tourism		✓
	William Back	Legal counsel	✓	
	Orey Yates	Social Media Committee Chair		✓
	Sue Gridley	Public Art Committee Chair		✓

CALL TO ORDER AND ROUTINE MOTIONS	
Call to Order	By George Williams at 6:00 pm
Invocation	Harry Abell
Motion to dispense with the reading of and Approve the Meeting Minutes of August 9, 2022	Moved by Harry Abell Seconded by Charity Barton All Board Directors present approved
Motion to approve the Financial Reports.	Moved by Stacey Prater Seconded by Marcy Williams All Board Directors present approved

COMMITTEE REPORTS

FINANCE – Harry Abell

The credit card machine for the Welcome Center was returned and the account with the National Bank was closed. We can use a virtual terminal (on the computer) or a Square Reader on a Smartphone to process credit cards. We were issued refunds for overcharges and the Credit Card balance is now negative (a good thing for now).

Background checks were paid for our two new employees.

We had a \$. 50 bank charge and received no interest from the Bank of Dade. I will talk to the bank about those items.

A new ink-jet printer was purchased for the Welcome Center.

SOCIAL MEDIA – Orey Yates

Harry Abell reported for Orey. Margo has been provided with an Instagram account and access to the Alliance Facebook page. She is also setting up a Twitter account. Marcy Will check how to move the Alliance LinkedIn page to Margo.

PUBLIC ARTS – Sue Gridley

William Back reported for Sue. The Plum Nelly Depot Art Show was a great success with 375 visitors. The committee is looking at Dade County High School for next year's event. They are looking to coordinate with the high school to include a student section in the show.

TOURISM – Charity Barton

Charity shared the notes from the August Tourism Committee meeting:

Old Business:

- Dade County pad maps in progress with [Cindy Bailey](#) at 365 Degree Total Marketing
 - Email with attractions for your review
 - (Would coupons on the map increase a desire to grab a map?)
- Tourism Marketing Decisions
 - Chattanooga tourism partnership (Dan)
 - Collaboration with Chattanooga-Chris–research coming, Sept 6 @12:30 at Corner Cafe, tour of Dade
 - Rock City Marketing, Lacey (Carey)
 - Georgia Tourism, Janet Cochran (Tom)
 - <https://drive.google.com/drive/folders/1m0bgGXdf3lV6rjij9cq9SziL-JpsSUXZ?usp=sharing>
 - NW Georgia Joint Economic Development Authority and Top of Georgia, Spencer Hogg (Tom)

New Business

- Chickamauga Campaign Heritage Trail Signs (Carey)
- New positions filled
- Next steps in creating marketing plan
 - Targeting car traffic
 - Regional Signage: Historical, Educational, Governmental, Natural (color coded)
 - Increase social media presence, marketing towards 30-45 year olds
 - Slogan

DRUGS DON'T WORK – Stacey Prater

It was agreed that Margo will develop a list of the HR contacts at each of the major businesses in town – investors and non-investors. When Sandy comes on board, she will set meetings with local companies and take info about Drugs Don't Work, Anthem BCBS SMART insurance, and the 401K Exchange Program with her.

DADE EXPO – Jolly Holidays! – Harry Abell

A meeting was held on Wednesday September 6th at Guthrie's Restaurant. Starting October 11th there will be a weekly meeting on each Tuesday. Locations will be Guthrie's, or another location will be announced at least 2 days in advance. Please volunteer to take a role on a team or to lead a team. Meeting minutes are below.

Discussion items: Need a team for each major item

1. Outside Food Vendors

Discussion occurred about having food vendors out front. Jeffersons has asked to do this. We talked about where the food would be eaten. Harry will contact Adam Moore on food trucks coming to the old Thatcher's vacant lot location. Thoughts were inside in the cafeteria – some thought carrying food inside could create spills, trash etc. Other thoughts where you eat outside standing or perhaps the school would allow us to set up tables outside. The weather was mentioned as an impediment to that plan. All food vendors on the outside would need a quiet generator. George will check with the school to see what they will allow. It was agreed that \$200 would be required as a donation.

Breakfast food could be served 8 to 10 am inside the cafeteria. Dena will check with William Back to see what he has completed for this.

2. Publicity Lead - TV, newspaper, emails, etc.

Jane agreed to lead this team and needs team members. Contact Jane if you can help. Dena will send Chattanooga TV contact information to Margo and Jane.

Road signs, banners, flyers - Marcy has ordered and received the updates for the road signs. We will not use outside banners but will purchase a 4 x 8 ft. banner for inside to display our sponsors. This banner will not be on a wall and will be horizontal in a prominent location when you walk in. George will check with school to see if poles are available for this. Flyers will be printed and distributed to local businesses that allow us to post them. Billboards are already reserved for this year, but the team approved making a reservation for the billboard by the bookstore and another one on Hwy 11 near Gross Furniture. The cost is expected to be less than \$1,000 per billboard.

Sponsors - Currently 5 with one close other expected. The total to date is \$2700. Our pro-forma shows we need \$3400. Dena will continue to send out letters and will add a question "Do you want to have a booth?" Dena will check with Sarah Moore to obtain a list of sponsors for the Optimist Golf Tournament.

3. Sound system that covers entire area

The sound system last year was not adequate. George will check with the High School for options and will lead this team.

4. Event-set-up company, to include drapes, tables, and chairs.

The event company has been contacted and ask to have 100 tables and accessories available and we may need more. Since school is out for Thanksgiving the company could set up on Friday. Harry will check with the company.

Tablecloths, Red and Green if possible. Kathleen will check with Tritex on the availability of these items and the cost

5. How many spaces do we want to have

To date 18 registrations, 5 investors, 1 non-profit, 12 non-investors

Discussion occurred on when we expect the registrations to get near our capacity. Last year this was the few weeks before the event. By late October or early November is when the most registrations are anticipated.

How will we use the cafeteria area - One wall will be used for children's activities. Bo Patterson will lead this area. Breakfast could use a portion and if we have need for more exhibitor space that can be found in the cafeteria.

6. Volunteers to help set-up exhibitors, and take down

The linemen will not be available this year. Discussion was about contacting the Young Marines who helped last year (Marcy has made the preliminary contact). Also band support parent groups have helped at other events (in Birmingham) and may want to help us. Also, the wrestling team, sports team or church youth groups may be a source of help.

7. Our welcome table location and staffing

Our welcome table will be closer to the doors. Suggestions was to make it longer and to display the door prizes in the same area. Kathleen said she will lead this effort. Also, those at the table could dress in a costume to make the entrance more engaging. No maps will be printed but a large QR code will be displayed that when scanned will provide the exhibitors and their location.

8. Meeting Schedule until the event

Beginning October 11 (Tuesday) and each Tuesday through November 22 a meeting will occur at 6 PM. These can be in person at Guthrie's or a virtual meeting.

Reporting progress - Each team should report the following each week by mid-day Monday prior to the Tuesday meetings. It is not necessary for anyone to reply to these emails unless you have something to add, correct or enhance.

9. Budget – pro-forma

Tracking - Each team needs to check the pro-forma budget. If you need a different amount of funds, then justify that in an email to the team and be prepared to justify it at the next Tuesday meeting.

10. What else

Trash – George will check with the school to see if an appropriate employee will work the event day for a \$200 fee

Door Prizes – Each exhibitor will be asked to provide a door prize as part of their registration

Entertainment – The Davis Elementary School Choir is available and will be scheduled from 2 to 3 PM

LIGHT UP TRENTON – Dena Abell, Jane Dixon, Kathleen Reed

On September 26 the committee plans to start meeting face-to-face with businesses, give them a flyer and encourage them to decorate their windows. Keeley Farmer charges \$40 for 1 window, \$70 for 2 windows; \$15 for 1 door, \$20 for 2 doors.

Discussion ensued about the Alliance covering the window painting cost for investors. Harry made a motion that the Alliance will pay up to \$70 per Investor business at the Bronze level and above for window painting. Stacey seconded the motion, and all board directors present approved.

MEMBERSHIP – Marcy Williams

New Investors since last meeting:

- Volunteers of America Non-Profit
- Pinky Promise Designs Home-Based Business
- Shane Boles – Aflac Home-Based Business
- David Bechler Senior
- H&H Plumbing Bronze

Current Number of Active Investors: **105** Lapsed Investors: **10**

The following investors are more than 3 months overdue on their renewals:

- SmallTown Nutrition (US Mail issue – visited in person and they said they would renew)
- Valley Vibes Music Festival

WELCOME CENTER – Marcy Williams

Many thanks to everyone who volunteered to staff the Welcome Center over the past 6 weeks – Harry, Jane, Orey, Kathleen, Stacey, Carey Anderson, George, and Marcy.

VISITORS

	Dade Residents	Visitors	Phone Calls	TOTAL
AUG	16	12	19	47
SEP	37	20	13	70
OCT	12	48	18	78
NOV	18	39	25	82
DEC	29	23	18	70
JAN	5	11	20	36
FEB	32	16	16	64
MAR	16	17	15	48
APR	21	35	12	68
MAY	38	27	17	82
JUN	36	33	17	86
JUL	15	42	24	81
AUG	9	39	21	69

WEBSITE – Harry Abell

Two plugins for our website were renewed in August. Our website AllianceforDade.com has grown.

Marcy continues to update the website with pertinent information and ensure it is professional in appearance.

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.

We continue to see hackers attempting to connect to our website and the software we have is preventing that.

OLD BUSINESS

Integer Volunteer Day. Integer has decided to go a different route with the Environmental, Health & Safety people who will be visiting Trenton in October and they will not do a community project after all.

Job Ready Dade. George reported that plans are in place for Job Ready Dade on September 24 at DCHS. Alliance Investors can participate for free, non-Investors will pay \$150 (non-profits \$100). George proposed that anyone paying the registration fee should receive a “free membership” for one year. The board was agreeable, but no vote was taken.

October After-Hours Event. “Fright Night” is scheduled for Thursday, October 27. We are looking for people to talk about a difficult time they experienced in their business and how they overcame it. The event will be held at Southeast Lineman Training Center with heavy hors d’oeuvres and non-alcoholic beverages. The event will serve as an introduction for Margo and Sandy to the Dade community.

Wayfinding Street Signs. George discovered that we could save \$500 by ordering the new signs through the county, rather than directly. Carey Anderson is helping make that happen. We expect to have the new signs in 4 weeks.

Smoke on the Square. The Alliance provided \$600 toward billboard advertising for this event, paid directly to Reagan Advertising. The event was very successful - next year we will be involved earlier in the process to help promote it.

NEW BUSINESS

Organization Memberships. Marcy made a motion that the Alliance join the Northwest Georgia Travel Association for \$150 per year and the Georgia Association of Convention & Visitor Bureaus for \$552 per year. Harry Abell seconded the motion, and all board directors present approved.

GACCE Conference. Marcy asked the board to consider covering the cost for Sandy White to attend the GACCE Board & Chamber Executive Conference in November. Estimated cost is \$500. Harry made a motion to approve the cost, Charity seconded, and all board directors present approved. George and Marcy intend to attend, as well, at their own cost.

Requests for Tourism Promotion Funding. Scenic Dade has asked the Alliance to cover the cost for a sign on the new Town Creek Trail - \$3,500. The board had many questions about the construction, the timing, and required approvals for the signage. The board agreed to table the issue and requested that George ask Jamison Griffin to attend the next board meeting to provide an overview of Scenic Dade, as well as address specific questions about the signage.

The Tourism Committee will work on establishing guidelines for tourism promotion that support the priorities of the overall marketing plan being developed.

Trick or Treat Alley. The library hosts this event. Marcy made a motion that the Alliance not participate. Harry seconded the motion, and all board directors present approved.

Christmas Parade. The theme of this year’s Bank of Dade parade is “Jingle Bell Rock”. Harry made a motion that the Alliance participate in the parade with a float. Marcy seconded, and all board directors present approved.

OPEN FLOOR

Scarecrows on the Square. The local Cub Scouts, Girl Scouts and BSA Troop are hosting the 2nd Annual Scarecrow on the Square and have asked the Alliance for Dade to help advertise the event. Marcy made a motion that we include information in the Alliance Builder newsletter to help get the word out, but not participate by entering a scarecrow. Dena seconded the motion, and all board directors present approved.

Laser Printer. We have not had any luck selling the old Welcome Center laser printer on Craigslist. George asked Harry to please have it removed no later than October 1.

ADJOURNMENT AND NEXT MEETING	
Motion to Adjourn at 7:27 PM	Moved by Harry Abell Seconded by Charity Barton All Board Directors present approved
Next Meeting	Tuesday, October 11, 2022, at 6:00 pm Location: Davis Elementary School and Zoom videoconference

ADMINISTRATIVE	
Attachments	The following documents are attached to these Minutes: A. Financial Reports – August B. Investors to Date
Respectfully submitted by:	Marcy Williams, Secretary