

ALLIANCE FOR DADE, INC.

Minutes of Meeting

MEETING DATE	MEETING TYPE	MEETING LOCATION	QUORUM?
June 4, 2020	Regular	Zoom videoconference	Yes

PERSONS IN ATTENDANCE				
INTERIM BOARD MEMBERS & OFFICERS	NAME	OFFICER TITLE(S)	PRESENT	ABSENT
	Kathleen Reed	President	✓	
	George Williams	Vice President	✓	
	Harry Abell	Treasurer	✓	
	Jane Dixon	Secretary		✓
	Marcy Williams	Recording Secretary	✓	
	Dena Abell		✓	
	Nelson Eash		✓	
	Sue Gridley		✓	
	Josh Ingle		✓	
	Jeff McBryar			✓
	Bob Woods		✓	
	Dan Zink			✓
COMMITTEE MEMBERS and GUESTS	NAME	CAPACITY OR ORGANIZATION		
	William Back	Attorney		
	John Rollins	Integer		
	Christina Thoreson	Chattanooga Vacation Rentals		

CALL TO ORDER and ROUTINE MOTIONS	
Call to Order	By Kathleen Reed at 6:02 pm
Motion to dispense with the reading of and Approve the Meeting Minutes of May 21, 2020	Moved by George Williams Seconded by Harry Abell Approved unanimously
Motion to Approve the Financial Reports	Moved by George Williams Seconded by Bob Woods Approved unanimously

DISCUSSIONS AND OTHER MOTIONS

Selected Committee Reports - Finance. Harry Abell reported that Bob Woods and Christina Thoreson have been added to the Finance Committee. The balance remaining in the Dade Chamber bank account (approximately \$2,540) has been transferred to the new Alliance account. Various bills were paid, leaving a current account balance of approximately \$1,700, plus \$100 in petty cash. See Attachment A.

Selected Committee Reports - Signage. Nelson Eash reported that he has collected the various logos currently used in Trenton and Dade County and he thinks we can use one, or a variation of one, of these logos for the Alliance. Some board members had not received copies of the logos and Nelson agreed to send them to everyone immediately following the meeting. A motion was made to create a new logo for the Alliance.

Moved by George Williams
Seconded by Sue Gridley

After discussion, a new motion was made that no vote be taken until everyone had an opportunity to review the current logos.

Moved by Kathleen Reed
Seconded by George Williams
Approved unanimously

Nelson is looking into who we need to contact at RVIC to help us get highway signage from GDOT. William Back should be able to assist with this.

Selected Committee Reports - Membership. George Williams presented a recommendation for Alliance Membership pricing levels and benefits. An analysis of the membership revenue from June 2018 – July 2019, compared to expected revenue under the proposed structure shows that although some members would pay less and some would pay more, the total revenue would be almost the same. See Attachment B.

Benefits may change over time as the Alliance grows. We may offer a discount on membership the first year if people join by a certain date. A motion was made to accept the Membership pricing levels and benefits.

Moved by Bob Woods
Seconded by Harry Abell
Approved unanimously

Selected Committee Reports – Website. Harry Abell reported that we currently have two websites: dadechamber.com and AllianceforDade.com, which is under development. The new website will be able to manage online memberships. See Attachment C. William Back asked that we acquire the domain DadeSoars.com and a motion was made to do so.

Moved by Sue Gridley
Seconded by George Williams
Approved unanimously

Discussion about who will update the website and social media on a regular basis. Kathleen suggested that it should be a responsibility of the Welcome Center Office Manager. Josh Ingle volunteered to help with social media, recommending that we focus on Facebook and Twitter, and perhaps Instagram. He has access to drone videos of Cloudland Canyon State Park and downtown Trenton that can be used. Nelson Eash volunteered to help with drone videos.

Selected Committee Reports – Welcome Center. Kathleen Reed shared the proposed hours (see Attachment D) and a motion was made approve them.

Moved by Bob Woods
Seconded by Sue Gridley
Approved unanimously

Discussion regarding what steps would need to be taken when the Welcome Center re-opens – masks, gloves, plexiglass shield, hand sanitizer. Suggested that Welcome Center Committee put together a re-opening plan.

Discussion regarding whether or not Kat Fox, should she be hired by the Alliance, be allowed to bring her baby to work with her.

Office Manager. The draft job description for an Office Manager will be modified to add responsibility for website and social media updates, then re-sent to all board members for review by June 10th. See Attachment E. Once approved, George and Marcy Williams will post to Indeed.com and place an ad in the Dade Sentinel. Responses will be reviewed by George, Marcy and Bob Woods and narrowed to approximately three top candidates for board review.

Recording Volunteer Hours. George Williams asked everyone at the meeting to please keep track of the hours spent on volunteer work for the Alliance. Hours should include meetings, videoconferences, phone calls, administrative work, meeting preparation, and travel time. When the new AllianceforDade.com website is up and running, there will be a section to log hours. In the meantime, everyone is asked to keep track manually. Christina Thoreson recommended TOGGL – a free app to track hours.

Economic Development Committee. William Back reported that Dade County was giving the former Chamber \$20,000 per year for Economic Development. The Alliance for Dade needs to convince the County that it is working on economic development. The Dade Industrial Development Authority has the expertise to work with potential new businesses, but would like the Alliance to provide a reception function to entertain potential business people and provide insights to the community. A motion was made to establish an Economic Development Committee chaired by John Rollins.

Moved by Marcy Williams
 Seconded by Kathleen Reed
 Approved unanimously

City Council Meeting. The agenda for the Trenton City Council meeting scheduled for Monday, June 8th at 6:00 pm includes an item for funding for the Alliance for Dade. William Back and Jane Dixon will address the city council and report on the Alliance for Dade progress, and we need as many board members as possible to attend the meeting.

ACTION ITEMS ASSIGNED		
	Person responsible	due
Make recommendation for Alliance for Dade logo	Nelson Eash	6/18
Contact RVIC / GDOT and get plan for signage placement	Nelson Eash	6/18
Obtain DadeSoars.com domain name	Harry Abell	6/18
Develop Welcome Center re-opening plan and date	Welcome Committee	6/18
Review Office Manager job description and provide feedback	All Board Members	6/10
Track all hours spent on Alliance for Dade activities	All Board Members and Friends of the Alliance	ongoing
Attend Trenton City Council Meeting	All Board Members and Friends of the Alliance	6/8

ADJOURNMENT and NEXT MEETING	
Motion to Adjourn at 7:48 PM	Moved by Kathleen Reed Seconded by Harry Abell Approved unanimously
Next Meeting	June 18 th , 2020 at 6:00 PM Eastern Zoom videoconference

ADMINISTRATIVE	
ATTACHMENTS	The following documents are incorporated within these Minutes: A. Treasurer Report B. Membership Pricing Levels & Benefits C. Web Committee Report D. Welcome Center Hours E. Office Manager Job Description
RESPECTFULLY SUBMITTED BY:	Marcy Williams, Recording Secretary

**Treasurer
Pre-Meeting Report
June 4, 2020**

Our Citizens Bank & Trust checking account has been changed to one signature per the resolution passed last Board meeting. Online banking is enabled for this account and I am very pleased with the email notices I receive when activity occurs on the account.

We are now using Waveapps.com for our bookkeeping software. This is an established product and the basic bookkeeping is free, but they do want to make money and offer a Payroll and a Credit Card option for a fee. I think we need the Payroll feature and it is \$35 plus \$6 (per employee) per month. Previously we used QuickBooks and it cost \$35 per month with no payroll. For an additional \$6 per month we have a Payroll module that files all state and federal returns and updates our bookkeeping with appropriate entries for these activities. Our booking system is double entry and based on a calendar year. The bookkeeping software is setup (currently) on a cash basis and not an accrual basis.

Our Finance Committee (authorized last Board meeting) has our President, Vice President and Secretary and I added Christina Thoreson and Bob Woods to the committee. These people have a view access to all reports in our bookkeeping system. This provides the accountability we want to ensure that others can see and monitor all financial matters (simply by logging in and looking or download reports). These 'viewers' can make no changes and cannot see payroll or banking detail information.

The Dade Chamber bank account and credit card have been closed. The Amazon account has been changed to Alliance for Dade and requires two factor authentication. A Google account from years ago that cost \$24 a month has also been closed. The QuickBooks account has been closed. A PayPal account has been closed.

A web host account with Namecheap.com was established for \$55 for the first year and is now hosting our new (under development) <https://www.alliancefordade.com> website. We also receive unlimited email accounts with this package (it will go up in cost in one year).

I have located the state and federal tax filings for 2017, 2018 and 2019. Also, the first quarter payroll has been filed for 2020 under Dade Chamber accounting. No office staff has been working at the Welcome Center because of the COVID-19 concerns. We owe Kat Fox for her part time work in May and she will be paid as a 1099 contractor by Alliance for Dade, Inc.

All bills are being paid electronically. Our rent payments are up to date and set for automatic payment via our bank account. I learned very late in the month that the May rent was not paid. I paid it the next day via a check. We have a debit card that is used to pay for items purchased online.

I have found some memberships we may need (want) and the Welcome Center Committee should investigate these and make recommendations to the Board.

I request everyone who knows of any expenses that we will be incurring to provide that ASAP so we can setup a budget. We have about \$1700 in our account.

Harry Abell
Treasurer – Alliance for Dade

	Champion	Patron	Business	Non-Profit	Individual	Student / Senior (65+)
<i>Annual Membership Investment</i>	\$1,000	\$500	\$150 or \$40/qtr	\$100	\$75	\$50
New member Recognition package	◆	◆	◆	◆	◆	◆
Quarterly Alliance for Dade Newsletter	◆	◆	◆	◆	◆	◆
Invitations to all Alliance events	◆	◆	◆	◆	◆	◆
Discounted member pricing to Alliance events	◆	◆	◆	◆	◆	◆
Online Membership listing	◆	◆	◆	◆	◆	◆
Alliance for Dade membership decal	◆	◆	◆	◆		
Online Business Directory listing	◆	◆	◆	◆		
Online Calendar of Events listings	◆	◆	◆	◆		
Discounted medical insurance	◆	◆	◆	◆		
Display your marketing material at the Alliance Welcome Center	◆	◆	◆	◆		
Opportunity to submit news release for use in Alliance Newsletter	◆	◆	◆	◆		
Opportunity to offer discounts to Alliance members	◆	◆	◆	◆		
Opportunity to participate on Alliance Committees	◆	◆	◆	◆		
Authorized use of Alliance logo on member's marketing material	◆	◆	◆	◆		
Newcomer Welcome Packet Inclusion	◆	◆	◆			
Eligible for quarterly Business Spotlight	◆	◆	◆			
Celebration services (ribbon-cuttings, groundbreaking, milestones)	◆	◆	◆			
Opportunity to host an Alliance networking event	◆	◆	◆			
Complimentary membership to Georgia Chamber Confederation ¹	◆	◆	◆			
Complimentary membership to U.S. Chamber Federation Partnership Program ²	◆	◆	◆			
Enhanced Online Directory Listing	◆	◆				
Online employment listings	◆	◆				
Business card ad in each issue of Alliance Newsletter	◆	◆				
Post on Alliance Facebook page	◆	◆				
Free/Discounted Alliance events	◆	◆				
Spotlight Table at Alliance events	◆	◆				
Opportunity to present at Alliance events	◆	◆				
Your logo displayed on Alliance website homepage	◆					
Post your banner at Alliance events	◆					
Recognition as a community leader	◆					

¹ for business with fewer than 10 employees. To learn more, visit www.gachamber.com/federation

² business must meet U.S. Chamber's requirements as a small business to qualify.

Web Committee Pre-Meeting Report June 4, 2020

We have our under construction website up <https://www.alliancefordade.com> and invite your comments and suggestions. Currently the site is a [Wordpress](#) site and is using a set of plugins from [Chamberdashboard.com](#). I recommend we buy the additional modules and they cost \$180 per year. If you look at the numerous features this provides I believe you will be impressed too! Marcy has agreed to review our site and the software and provide her feedback. She is experienced with Wordpress and has done an excellent job on our Homeowner Association sites.

We currently own [dadechamber.com](#), [dadecountychamber.com](#), [alliancefordade.com](#) and [alliancefordade.cc](#). I have only received one feedback on domain names and unless the Board objects I will register [dadechamber-ga.com](#) and not renew (in February) [dadecountychamber.com](#). The current Dade County website is <http://dadecounty-ga.gov/> so our [dadechamber-ga.com](#) would be similar and would be easy for people to identify with Dade County Georgia.

Domain names are available that we may want to own. For example

- [DadeSoars.com](#)
- [DadeIndeed.com](#)
- [Dade4Business.com](#)
- [DestinationDade.com](#)
- [ScenicDade.com](#)
- [State-of-Dade.com](#)
- [WestChattanoogaChamber.com](#)
- [Trenton-DadeChamber.com](#)

Most people use a 'search engine' to find information on the Internet so, in my opinion, domain names are not critical except for our main name / purpose domains ([dadechamber](#) & [alliance for dade](#)). When a search is complete most folks click on a link and do not type a domain name into their address bar.

I created a Facebook page [Alliance for Dade](#) We can develop this Facebook page as we get more into social media. I have not received any feedback if we should explore other social media accounts.

Having great photos and videos on our Internet sites will attract more viewers than just text. Josh Ingle said he can take some photos and makes some videos for us. This will be a great enhancement.

Harry Abell
Web Committee Chair

Alliance for Dade

Suggested Welcome Center Hours for consideration at the June 4, 2020 Board Meeting

			<i>Staffed by</i>
Monday	11 – 5	6 hours	Office Manager
Tuesday	11 – 5	6 hours	Office Manager
Wednesday	11 – 5	6 hours	Office Manager
Thursday	11 - 5	6 hours	Office Manager
Friday	11 - 6	7 hours	Office Manager
Saturday	10 - 2	4 hours	Part-time Assistant
Sunday	closed		
<hr/>			
35 hours			

2019 RVIC reports show a total of 394 visitors for the entire year, which equates to less than 1 visitor for every 5 hours we were open.

But to comply with RVIC, we must be open Monday through Friday and we must be open for a minimum of 35 hours per week.

Under this recommendation, the Office Manager will work a total of 31 hours per week, and a part-time assistant will work for 4 hours on Saturdays.

At this time, no re-opening date for the Welcome Center has been set.

Alliance for Dade, Inc.

The Alliance for Dade is seeking an Office Manager who will be responsible for the development and growth of the organization and its members. This position is primarily administrative in nature but will also include significant elements of work in public relations, information, and member services.

POSITION

Office Manager

Reports to Alliance for Dade Board of Directors President

QUALIFICATIONS

- A self-starter with excellent organizational skills, including the ability to implement Alliance plans and programs.
- Exceptional verbal and written communication skills.
- Ability to work collaboratively and positively with others of diverse backgrounds, opinions, and needs.
- Sound problem solving skills and ability to make decisions that reflect the best interest of the organization. Ability to identify and resolve problems or make recommendations to the Board of Directors about resolution options.
- Computer literacy and ability to work with software functions such as email, word processing, spreadsheets, and accounting systems. Knowledge of basic bookkeeping.
- Ability to schedule and host videoconference meetings (Zoom, etc.)
- Working knowledge of social media channels such as Facebook, Instagram and Twitter.
- Professional and positive image to members and the greater community through appropriate appearance and grooming, demeanor, and comments.
- High school graduate with some college recommended.

RESPONSIBILITIES

OFFICE OPERATION

- Manage the Alliance for Dade Welcome Center and assist visitors. Ensure compliance with all State of Georgia Regional Visitor Information Center requirements. Attend training meetings required to maintain compliance.
- Administer all workflow within the Alliance operations, to include daily administration, meeting notices, schedules for activities and special events.
- Manage all incoming mail, phone calls, and emails and make appropriate responses.
- Use relevant data and information to monitor the programs and services of the Alliance for Dade and maintain accurate records.
- Ensure adequate level of office supplies, brochures and other information and promotional materials are maintained.
- Coordinate Welcome Center maintenance and place appropriate service calls.
- Recommend and ensure approved office procedures are followed and manage overhead costs within the approved budget.
- Maintain organized paper filing system and back up files online.
- Provide supervision and guidance to part-time Welcome Center staff and volunteers.

ACCOUNTING and REPORTING

- Enter receipts for membership and event registration in financial software system.
- Maintain the petty cash account.
- Prepare deposits and ensure copies of checks are filed appropriately.
- Assist in the preparation of the annual budget.
- Ensure monthly visitor information is forwarded to Georgia Department of Economic Development.

COMMUNICATIONS / WEBSITE / DIRECTORY

- Work with the Website Chair to ensure current information and changes.
- Work with the Publicity Chair to assist with press releases and articles for newsletter.
- Maintain and regularly update all Alliance social media accounts.
- Maintain an up-to-date list of media contacts.
- Provide support to the Board of Director and any committees appointed by the Board. Keep them informed about operational activities and issues.

MEMBER SERVICES

- Maintain an up-to-date list of all members and ensure their information is correct.
- Receive all membership applications, check for accuracy, and receive payments.
- Prepare and deliver new member packets.
- Arrange training and networking opportunities for members and assist in implementation.
- Work diligently to retain members and grow the membership base.
- Coordinate member milestone events – ribbon cuttings, groundbreakings, anniversaries.

OTHER RESPONSIBILITIES

- General housekeeping duties in the Welcome Center.
- Other duties as specified by the Board President.
-

WORKING CONDITIONS

- The Office Manager will primarily work in an office-based setting in downtown Trenton – the Alliance for Dade Welcome Center.
- Some travel required to six hours of cross-training meetings annually.
- Attendance at Alliance for Dade sponsored events.

TIME DEMANDS

- Thirty-one (31) hours per week, Monday through Friday. Any alterations to schedule must be approved by the Board President.
- Some evening or weekend special events as needed.