

Meeting of the Board of Directors of the College Park Destination Marketing Organization, Inc.  
May 27, 2015  
Georgia International Convention Center

Board Members Present: Mercedes Miller (Presiding), Ken Allen, Isaac Henderson, Stephanie Thompson, Kevin Bird, Linda Montgomery, Daniel Summers, Jr., Lonnie Kirk, Donelle Zunker, Tony Morrow, Juliet Hall.

Others present: Cookie Smoak, DMO President; Gabrielle Dickson – Marketing and Project Manager

Mercedes Miller called the meeting to order at 5:00 PM.

Approval of the Agenda and Meeting Minutes

All voted in favor of approving the agenda.

Approval of Meeting Minutes

All voted in favor of approving the March 25, 2015 board meeting minutes with no revisions.

There were no guests or public comment.

Meeting began with an introduction of the new board members. Linda Montgomery is the Director of Sales and Marketing for the Crowne Plaza in East Point and will be the East Point representative on the board. Donelle Zunker is the new General Manager at the Marriott Gateway hotel and replaces Crissy Wright on the board.

Chairperson's Report

Mercedes Miller informed the board of the following updates:

- Roderick Gay was elected as the new Councilman for Ward 4 in College Park.
- The DMO's prior attorney, Rodney Moore, resigned in April. Ken Winkler, an attorney with Berman Fink VanHorne, P.C. has been hired to replace Rodney. Ken has extensive experience in the hotel and hospitality industry and also serves as the attorney for GHLA.
- City of College Park will utilize \$190,000 from the Tourist Product Development funds to hire a public relations firm to promote the GICC, the City of College Park, and the Main Street/Virginia Ave Corridor.

## President's Report

Cookie Smoak gave an overview of the operations during the past couple of months. Highlights include:

- First annual meeting will be held on August 5, 2015 at the GICC
- Security Task Force will be created between the city of East Point and College Park.
- Meet College Park was selected to host the 2016 Governor's conference
- Sales team is rolling out an event for the month of August – "Perks in the Park" – rewarding clients for booking in 3 full service hotels.

## Discussion and Action

The Board discussed the need to update the by-laws to include East Point and any future municipalities.

Daniel Summers, Jr. made a motion to amend Article 2.1 of the current by-laws to remove references to any municipality, county, or city to permit the DMO to extend its activities without limitations. The motion was seconded by Ken Allen and all voted in favor.

Daniel Summers, Jr. made a motion to amend Article 2.2 of the by-laws to remove references to any municipality, county, or city to permit the DMO to extend its activities without limitations. The motion was seconded by Kevin Bird and all voted in favor.

Daniel Summers, Jr. made a motion to amend Section 9.5 of the bylaws to include the Articles of Incorporation as a document that can be amended with a 2/3s majority vote of the board of directors. The motion was seconded by Ken Allen and all voted in favor.

Gabrielle Dickson gave a marketing update. Restaurant Week 2015 was a success. 12 million impressions on the website and 250 meals served. Next year's event will include restaurants in East Point.

Meeting was adjourned 6:23pm.