

**Meeting of the Board of Directors of the
College Park Destination Marketing Organization, Inc.**

October 25, 2017

The meeting was called to order at 5:05 PM at the GICC.

1.1 Roll Call – Ken Allen asked that we introduce ourselves.

- Board Members Present: Ken Allen (Presiding), Kevin Bird, Anthony Brown, LaVerne Brown, Tarsha Calloway, Lisa Churchfield, Dave Gleim, Karl Maston, Mercedes Miller, Linda Montgomery, Julian Nabaa, Michael Randman, Ray Robichaud, David Shepherd, Daniel Summers Jr, Stephanie Thompson, Donelle Zunker
- Board Members Absent: Tammy Hester, Tony Morrow, Ed Richardson
- Staff present: Monica Coleman, Meg Oxford, Cookie Smoak, LaShanta Taylor

1.2 Approval of Agenda

- Motion to move section 2.2 Thank You Presentation to section 2.1 by Mercedes, seconded by Donelle Zunker. Unanimous. PASSED
- Motion to move sections 3.1 and 3.2 (board voting) to section 2.2 by Lisa Churchfield, seconded and Kevin Bird. Unanimous. PASSED

1.3a Approval of Minutes from the May 31, 2017 Meeting

- Motion to approve the minutes of May 31, 2017 by Linda Montgomery, seconded by Mercedes Miller. Unanimous. PASSED

1.3b Approval of Minutes from the July 26, 2017 Meeting

- Motion by Kevin Bird, seconded by Daniel Summers, Jr. Unanimous. PASSED

1.4 Introduction of Guests

1.5 Public Comment

2. Old/New Business:

2.1 Thank You Presentation to Dave Gleim and Tony Morrow

- moved from section 2.2
- Ken Allen and Cookie Smoak thanked Dave Gleim and Tony Morrow for their service to the DMO's board. He and Tony Morrow will be missed.
- Dave Gleim left the meeting at 5:08pm.

2.2 Voting on new board members

- Moved from sections 3.1 and 3.2
- Introduction and vote on Anthony Brown, General Manager at the Hyatt Place Atlanta Airport – South (replacement for Dave Gleim)
 - Motion by Donelle Zunker, seconded by Kevin Bird. Unanimous. PASSED
- Introduction and vote on Julian Nabaa, Owner of The Corner Grille (replacement for Tony Morrow)
 - Motion by David Shepherd, seconded by Kevin Bird. Unanimous. PASSED

Minutes recorded by Daniel Summers, Jr.

2.3 Vice Chairperson New Development Update

- Moved from section 2.1
- Donelle Zunker and Mercedes Miller gave an update on community growth:
 - the Tiny Home Community in East Point, GA.
 - Cigaros- 2nd in Atlanta, bar and restaurant.
 - ASOS fulfillment center
 - Expansions at Fort McPherson
 - AC Hotel is moving forward and looking to break ground in early 2018.
 - Hartsfield Jackson is breaking ground on the new parking deck next month, completing in 2019.
 - A new fundraising campaign for a performance center at Woodward Academy is beginning.
 - The Solis is looking to open November 2018

2.4 DMO President's Report

- Cookie Smoak explained the report that she sent out to the board.
 - The hurricanes slightly affected our numbers.
 - The team is hitting the convention circuit.
 - Board Retreat possibility at the movie studios in Union City.
 - Cookie Smoak and Gabby are going to the Governor's Conference on Tourism.
 - Interviewing candidates for the two open positions: sales manager and marketing
 - VP of Marketing Andria Town is getting married on Saturday; the board sends our congratulations.
 - Updating employee handbook and job descriptions.
 - Signed a contract with Atlanta Eats for full segment on the ATL Airport District.
 - Julian Naba reported that his restaurant sees immediate results every time they air the segment that they did on his establishment.
 - Beginning to market each city individually, which then becomes a larger joint campaign.
 - Chik-Fil-A Leadership Training for Union City Hotel leadership and staff.
 - Cookie Smoak has participated on a selection committee for the GA CVB Executive Director.
 - The sales team met with the ACVB.
 - They frequently send us leads and we are establishing an even stronger relationship with them.
 - The team visited the new Mercedes Benz Stadium
 - Working on signage with the City of College Park and the ATL Airport to help tourist better find their hotel.
 - Spin the District 2018
 - Races, pub crawl, criterium, and a long bike ride from east Point to Union City and back.
 - Looking at launching fall of 2018
 - Wanting to partner with celebrities to help grow the event.
 - This also puts us in a position to work with the Atlanta Regional Commission on their
 - Monica Coleman and Cookie Smoak are working with Charlotte Rentz (SP) on the new tourist information center in Hapeville.
 - This facility will only run on the weekends, part-time.
 - Will allow for us to promote the whole district, not just Hapeville.

Minutes recorded by Daniel Summers, Jr.

- Charlotte Rentz is a lifelong resident and champion of Hapeville; she has been championing the city's growth in tourism.
- Cookie Smoak spoke at the Camp Creek Business Association last week.

3. Discussion and Action

3.1 Introduction and vote on Anthony Brown, General Manager at the Hyatt Place Atlanta Airport – South (replacement for Dave Gleim)

- Moved to 2.2.

3.2 Introduction and vote on Julian Nabaa, Owner of The Corner Grille (replacement for Tony Morrow)

- Moved to 2.2.

3.3 Board Retreat in the Fall:

- Covered in President’s report; no further updates.

3.4 Approval of FY 2017-18 Budget - Inclusive of Hapeville

- LaShanta discussed the budget and that we had to go back to adjust for the inclusion of Hapeville.
- The addition of Hapeville also added two new staff members, which affects payroll and such.
- Our Healthcare plan increase came in on par with our budget planning with on about an 8% increase.
- Administration costs went up due to our move to our own space and no longer shared some resources with the GICC offices.
- Staff training budgets were increased to give each staff member more training in their key areas.
- Focusing on increasing marketing and sales efforts.
- Focusing on the ATL Airport District brand as well as some individual city marketing.
- GICC Sales and Marketing stayed flat.
- LaShanta Taylor can give us as much detail as needed, if we have questions.
- Mercedes Miller asked how the new GICC arena will affect the budget.
 - LaShanta explained that we can't budget for it yet, but will take it into account as it is developed.
- Motion to amend budget to include Hapeville by grey second by Kevin. All in favor. PASSED.

3.5 Update on Spin the District - May 2018 Bicycle Race

- Covered in President’s report; no further updates.

3.6 Discussion of Upcoming Developments in the Gateway Center

3.7 New Agenda and Minuting Procedures in 2018 to Match School Systems

- Board Secretary Daniel Summers, Jr expressed a desire to modify the procedures used for Agendas and Minutes to match that of the local school systems.
 - Summers identified that the new system is a modified version of the traditional Robert’s Rules method, with the most notable change being that instead of breaking topics down by “Old Business” and New Business” they are prioritized as “Action” or “Discussion” and listed accordingly on the Agenda.
 - This allows for more efficiency in how the meeting is conducted, as well as greater flexibility in placing items on the agenda.

Minutes recorded by Daniel Summers, Jr.

- The most important business is handled first, whereas the least important is handled last.
 - Topics that require outside participation or are of a more immediate nature can be handled at the beginning of the meetings, allowing for outside, participants, staff, and others who need not remain for the entire meeting to leave early.
 - Less urgent updates and other Discussion items are then handled after all action has occurred, allowing board and staff more time for conversation without any fear of not allowing enough time for potential Action items.
- Motion to adapt our Agenda and Minuting to match the local school system's procedures by Kevin Bird, seconded by Mercedes Miller. Unanimous. PASSED.

Motion to adjourn by Mercedes Miller, seconded by LaVerne Brown.

- The meeting was adjourned at 5:57pm.