



**ATL Airport District Destination Marketing Organization, Inc.  
Board of Directors Meeting  
Georgia International Convention Center, Boardroom 1  
2077 Convention Center Concourse, College Park, GA 30337  
April 18, 2018  
5:00 p.m.**

- Introduction of Meeting Attendees and Participants
  - Board Members Present: Ken Allen, Kevin Bird, Anthony Brown, LaVerne Brown, Lisa Churchfield, Grace Davis, Karl Matson, Linda Montgomery, Julian Nabba, Cookie Smoak and Donelle Zunker
  - Board Members Absent: Mark Adams, Tarsha Calloway, Mercedes Miller, Ed Richardson, Ray Robichaud, Dave Shepherd, Daniel Summers, Jr. and Stephanie Thompson,
  - Staff present: Monica Coleman, Gina Downey, Meg Oxford, LaShanta Taylor, Cookie Smoak and Andria Towne

**Call to Order**

- Welcome

**Public Comment – If Applicable**

- None

**Action Items**

- Approval of Agenda
  - Motion by LaVerne Brown, seconded by Kevin Bird Unanimous: PASSED
- Approval of Minutes from the January 31, 2018 Meeting
  - Motion by Karl Matson, seconded by Donelle Zunker Unanimous PASSED
  - Nomination and Vote for Board Secretary Position – Donelle Zunker nominated Linda Montgomery. No other nominations were made. Unanimous: PASSED
  - Cookie talked about establishing the best time frame for Executive Committee Meetings going forward with our newly established members. Cookie will follow-up with email to Executive Committee Members.

- Discussion on Board Member Assignments for each Initiative
  - Cookie spoke about suggested ideas from recent Board Retreat to assign Board Members to each Initiative established on the 2017 - 2020 Strategic Plan. The list of initiatives was shared with Board, along with DMO members assigned to each initiative. Cookie will follow up by emailing entire Board the list and asking for their preferred assignments.
- Board Relationships for “Who Do You Know” to Support DMO Initiatives
  - Cookie discussed the use of deciding which initiatives Board Members choose or are assigned. She also mentioned adding some committees to our Board. Lisa Churchfield suggested we consider what areas the DMO needs help/expertise in before deciding. DMO Executive Team will discuss and bring recommendations back to the Board at July meeting.

### **Discussion Items**

- Board Chairperson’s Report
  - Ken Allen shared updates on recent developments in College Park and encouraged board members to share what is happening in their cities and hotels.
  - Major David Block has been assigned to patrol the community for the City of College Park.
  - The City of College Park is launching a new future development called Airport City; Ken shared the Atlanta Business Chronicle article.
  - A developer from Detroit, Michigan is investing and renovating three apartments buildings on Godby Road and multi-use office buildings on Ridgeway Avenue.
  - Donelle discussed renovations on the restaurant and lobby at the Atlanta Airport Marriott Gateway.
  - Julian Nabba, owner of the Corner Grille stated that their renovations on upstairs dining should be complete in 2½ to 3 weeks.
- President’s Report
  - Cookie Smoak informed everyone that Monica Coleman will be leaving the ATL Airport District and discussed the efforts to fill that position. Monica will stay until new person is fully trained.
  - The ATL Eats segment has received positive feedback for the Southside.
  - More involvement is needed at the AAD Security Council Meetings, especially from the hotels.
  - Cookie Smoak participated on a panel at Biz Now. Our DMO was well received.
  - Andria Towne distributed information on Spin the District - A Cycling Revolution. She explained each cities role: City of East Point, Hapeville and College Park will be hosting 3-day cycling experience September 21-23, 2018. Union City will be hosting a Gran Fondo on October 20, 2018. She also provided an update on Ride & Fly Mountain Bike Trails and the connectivity they will provide. If all goes as planned, it will be the largest in the United States.

**Announcements and Adjournment**

- Next Board of Directors Meeting: July 25, 2018, 5:00 p.m. at the Georgia International Convention Center, Administration Board Room
- Adjourn: motioned by Donelle Zunker, seconded by Karl Matson
- The meeting was adjourned at 5:56 p.m.