

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

July 26, 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), Tarsha Calloway, Lisa Churchfield, Grace Davis, Dave Gleim, Tammy Hester, Mercedes Miller, Linda Montgomery, Ray Robichaud, Daniel Summers Jr. , Donelle Zunker
- Board Members Absent: Kevin Bird, LaVerne Brown, Tony Morrow, Ed Richardson, Stephanie Thompson
- Staff present: Monica Coleman, Gina Downey, Meg Oxford, LaShanta Taylor, Andria Towne
- Staff absent: Cookie Smoak
- Others present: College Park Councilman Joe Carn

1.2 Approval of Agenda

- Daniel Summers, Jr asked to amend the agenda to add Section 1.6 Public Comment.
- Motion by Mercedes Miller amend the minutes to add Section 1.6 Public Comment; seconded by Donelle Zunker: PASSED
- Motion to approve the agenda by Mercedes Miller; seconded by Tarsha Calloway: PASSED

1.3 Approval of Minutes from the April 26, 2017 Meeting

- Corrections to Minutes from April 26, 2017:
  - Dave Gleim asked that we add Lisa Churchfield’s company’s name to 1.4.
  - In section 2.2 there’s a typo: “rewards” should be “awards”
- David Shepherd motioned to approve the Minutes from April 26, 2017 with corrections, Donelle Zunker seconded: PASSED

1.4 Introduction of Guests

- Councilman Joe Carn of College Park was welcomed.

1.5 Introduction of David Shepherd, Hilton Atlanta Airport General Manager, City of Hapeville’s Board Appointee

1.6 Public Comment

- Councilman Carn explained that we’re at crunch time with a lot of efforts in the area, asking that everyone keep the quality up. There are lot higher expectations that are coming for us.
- Councilman Carn stated that State Senator Vincent Fort, who’s served in the GA State Senate for over twenty (20) years, retiring this past session. He was instrumental in the formation of the DMO and other tourism efforts in the area.
  - The Councilman asked if we could please consider a way to honor Senator Fort, perhaps at our next Annual Meeting.

Minutes recorded by Daniel Summers, Jr.

- The Councilman also shared some details of the new BMW Training Facility that's coming to the Gateway Center.
  - This will be their first centralized training facility that will train about 10k per year. The Councilman stated that he insisted preference be given to College Park hotels, expanding outward as needed.
  - This will be a great boon to the City of College Park and the Atlanta Airport District.
  - Ken Allen thanked the Councilman, as well as the Mayor and other Councilmen for their work on this project.

## 2. Old/New Business:

### 2.1 Chairperson's Report

- Working with Ken Winkler on Cookie Smoak's contract.
- Mercedes Miller explained that "CityFest" is being rebranded as "KidsFest", headed up by Councilman Carn.
  - There will be a community event by the Hawks during KidsFest, which will include announcements pertaining to their new GatorAid "G" League arena.
- Mercedes Miller stated that the new arena is entering the final design stages. Looking at a late October/early November for a groundbreaking.
  - Mercedes Miller announced that the Airport is going to be building a new parking deck, after taking some of their existing down.
  - The M&C of College Park negotiated a road that will connect with this new lot.
  - The GICC is also using the area near the new expansion for some parking before the arena is built.
  - The new arena will have ballroom and exhibition space, which means that the entire GICC will have space on both ends for multiple activities at one time.
- The Atlanta Airport District Annual Meeting is on August 16, 2017.

### 2.2 DMO President's Report

- Andria Towne welcomed Gina Downey as the DMO's new office manager, having previously been with the GICC. We look to add two (2) more staff members in the coming months.
- Andria Towne said that they've moved into their new space. She offered an invite to anyone who's not yet seen them to come visit.
- The DMO is in the process of onboarding the City of Hapeville and its properties into our fold.
  - We're in the "get to know you phase" and it's going well.
- The Annual Meeting is coming up.
  - Coach Carter will be the keynote speaker.
- The Executive Summary report was distributed.
- Meg Oxford gave a sales update. There is a new sales booth that's being shipped to Toronto to appear at American Society of Association Executives Annual Meeting & Exhibition. Skyline exhibits designed the new booth and state that they've had numerous compliments on it from clients who saw it in their showroom as it was being prepared.
  - This was a two-year investment.
  - Andria Towne explained how marketing and sales worked together on their efforts for tradeshow, including having such an impressive booth and the importance of such.

Minutes recorded by Daniel Summers, Jr.

- We can see the booth in action on our social marketing channels.
- Meg Oxford commended Mercedes Miller’s GICC team for their handling of the recent USA Youth Weight Lifting, a pre-Olympic event, which had their largest attendance to date. Compliments were made by the association on the GICC facility, its staff, and the accommodations; the one wish was for more restaurants in the immediate area. Monica Coleman was also instrumental in this visit.
- Monica Coleman discussed how she, the GICC, and DMO staff work to court, plan, and welcome large groups when they arrive, including explaining to conference planners/attendees about the local area.
  - Monica Coleman explained more of what she does in her role of Convention Services.
  - She identified some upcoming conferences about which the board should take note.
- The next Security Council meeting is on August 24, 2017.
  - IHG Hotel’s Security head will be leading a training at the next meeting on how to handle situations, how to capture details and convey information to the council’s partners, how to handle bloodborne pathogens, and more.
  - The GA Hotel and Lobby Association has been invited to send two (2) reps in order to discuss the council’s ongoing interest in changing the current laws as they relate to repeat juvenile offenders.
  - Donelle Zunker asked that Monica share that each brand has different trainings in-house; however, smaller brands may not have this resource and might benefit more from it than the larger brands. She also asked Monica to provide more details of the meeting so that hotel GM’s can be sure to send the right staff to the meeting.
    - Donelle Zunker asked if we can structure the agenda to allow for some to leave when they no longer need to be present.
  - Ken Allen asked if the meeting was open to the board: Monica Coleman said that it’s open to any who are interested in attending, though the gist is for it to be hotel specific. It shouldn’t be considered a public meeting.
    - Councilman Carn reiterated the importance of the Security Council meeting and the need for more to attend.
    - Daniel Summers Jr. suggested possibly a future meeting could offer a one-time meet and greet with the area’s non-hotel security groups, like the local neighborhood watch captains.
- LaShanta Taylor discussed an upcoming staff training that the DMO staff will attend. This will be to help learn how to be better as a team.
- LaShanta Taylor said that she’s spending time getting the financial transferring and legal procedures with the City of Hapeville’s Finance Director.
- LaShanta Taylor says that we’re in the process of wrapping up the FY.
- Councilman Carn asked about the “Airport Greeter” that was mentioned in the Executive Summary.
  - Monica Coleman explained about the position, how it’s staffed, what they do to support an event to welcome people at the airport upon arrival. This role stands at the top of the disembark escalator with a sign that welcomes the attendee and allows for them to ask any questions they made have.

- Ray Robichaud asked if we can have the Executive Summary to include more year-to-date or similar metrics.

### 3. Discussion and Action

- 3.1 Positions vacated by Councilman Gay's Appointee Tammie Hester, Tony Morrow, and Dave Gleim (appointed through GHLA)
  - Dave Gleim gave details about his departure.
  - Tammie Hester is moving. Councilman Gay has made an appointee, Karl Matson.
  - We are still waiting for word from Tony Morrow, but he has not officially resigned yet.
  - Daniel Summers Jr asked for members to serve on the Nominating Committee  
Members: himself, Ray Robichard, Lisa Churchfield, and possibly Tarsha Calloway
- 3.2 Board Retreat in the Fall

Councilman Carn took a moment to praise Mercedes Miller's work as the Dept Head over the GICC. He complimented how well she's doing, especially as there's so much going on.

Motion to adjourn by Mercedes Miller, seconded by Dave Gleim.

The meeting was adjourned at 6:01pm.