

**Meeting of the Board of Directors of the  
ATL Airport District Destination Marketing Organization, Inc.**

**July 27, 2016**

Donelle Zunker called the meeting to order at 5:06 PM.

1.1 Roll Call

- Board Members Present: Donelle Zunker (Presiding), Ken Allen, Kevin Bird, LaVerne Brown, Tarsha Calloway, David Gleim, Juliet Hall, Lonnie Kirk, Mercedes Miller, Linda Montgomery, Tony Morrow, Ray Robichaud, Cookie Smoak, Daniel Summers Jr., Stephanie Thompson
- Others present: Monica Coleman, LaShanta Taylor, Andria Towne,

1.2 Approval of Agenda

- Daniel Summers, Jr. Motioned to move discussion point 3.2 to after section 1, before old/new business and then to pass the modified agenda, Linda Montgomery seconded: PASSED

1.3 Approval of Minutes from the April 27, 2016 Meeting

- Mercedes motioned to approve, Ray Robichaud seconded: PASSED

1.4 Introduction of Guests

- None

1.5 Public Comment

- None

3.2 Approval of Union City's representative, Tarsha Calloway, Finance Director for the City of Union City, to the Board of Directors

- Discussion of candidacy
- Ken motioned to approve, Ray seconded: unanimously PASSED
  - Lonnie Kirk asked if he could mention something about our Bylaws; he feels that we need to examine them and look at if they need to be updated.
    - Mercedes Miller asked when they were last revised; last spring.
    - Lonnie Kirk says he means comprehensively examined and processed for our current status to make sure that we're properly covered.
    - Cookie Smoak mentioned that they have been updated several times since inception.
      - Ken Allen suggested that we make a Bylaw Committee to examine them.
        - Daniel Summers, Jr, as Secretary, agree to chair such a committee; Lonnie Kirk, Ken Allen, and Tony Morrow are interested in serving.

2. Old/New Business:

Minutes recorded by Daniel Summers, Jr.

## 2.1 Chairperson's Report

- Area Developments:
  - Mellow Mushroom opened on Virginia Ave, College Park
  - The Speakeasy opened on Main St, College Park
  - Aloft soon to be in construction
  - The Pad is coming to beside the Indigo
  - The new Metro Atlanta Movie Studios is open and will expand services to include tours as well as meeting space for rental.
  - Mercedes Miller reported that the City of College Park is soon voting on the new pedestrian bridge design.
  
- New initiatives:
  - ATL Airport District Security Council has been formed and had their initial meeting. Council is made up of Police reps from all municipal areas, larger hotel heads of security and managers, Aerotropolis security. Meeting was very well attended. Cookie Smoak is going to ask about bringing more businesses into the loop.
  
- Upcoming Events:
  - May 11: Film & TV Industry Update Meeting at the GICC
    - Very good meeting with all of the major studios, what to expect by their growth and plans, next steps, etc...
  - August 3: ATL Airport District Annual Meeting
  - August 20: CityFest at the GICC
  - September 12 -14: Governor's Conference on Tourism
  - September 24: Family Reunion Workshop
  
- Hotel City Ordinance Update:
  - Donelle Zunker gave an update on the progression of the meeting she and Cookie Smoak had with the City of College Park councilmembers to examine the ordinance and its impact.

## 2.2 DMO President's Report

- Cookie Smoak gave an overview of our current figures, status towards goals, current projects.
  - She will give an impressive update, with exact 2015-16 annual figures noted, at next week's Annual Meeting.
  - Discussion of next year's plans, in brief; full details will be announced at the Annual Meeting.
  - Discussion of Union City's growth with regards to the Metro Atlanta Movie Studio.
  - The DMO is now promoting local events on its website and through its social media pages, feeding out to the hotel pages as well.
  - GA CVB Benchmark of Excellence Certification Process has been completed: we've been approved for GOLD Status!

[David Gleim and LaVerne Brown left the meeting at 6:02pm.]

Minutes recorded by Daniel Summers, Jr.

### 3. Discussion and Action

#### 3.1 Approval of the FY 2016-2017 Budget:

- LaShanta Taylor explained the budget process, needs from the board, and overall budget plans for the next fiscal year.
  - Anticipated tax collection revenue: \$2,582,200 (all municipalities combined)
  - Ray Robichaud asked if we have any excess funds and what's happened with those funds.
    - LaShanta explained our surplus, how it is funded, and when it will be used.
      - Two Reserve Accounts:
        - Contingency Fund: to pay expenses and contractual obligations in the event of the DMO being dissolved.
        - Savings Account: for emergencies, as needed
      - There is also an amount set aside to help with a potential move to larger office space as we grow.
- A motion to approve the FY 2016-17 Budget was made by Ken Allen was made; seconded by Juliet Hall: PASSED unanimously

[3.2 – Item moved to the top of the meeting; see page 1 of 4.]

3.3 Vote to amend Section 4.2 of the bylaws to increase the number of members of the Board of Directors to “up to sixteen (16) members” to include a representative from Union City and an Attraction

- Discussion of verbiage and current numbers:

[Lonnie Kirk left the meeting at 6:21pm.]

- We are currently at 13 Members Adding Tarsha Calloway raised us to 14. Attraction would be 15. Hapeville or another municipality would be 16.
- Summers motioned to amend Section 4.2 of the bylaws to increase the number of members of the Board of Directors to read “up to sixteen (16) members, including one representative from an area attraction”, Ray seconded: PASSED unanimously

Motion to adjourn by Mercedes Miller, seconded by Ray Robichaud.

The meeting was adjourned at 6:23pm.

Minutes recorded by Daniel Summers, Jr.