



**ATL Airport District Convention & Visitors Bureau
Board of Directors Meeting
Held Virtually via Zoom
October 27, 2021
4:00 p.m.**

Meeting Attendees and Participants

- Board Members Present: Samantha Alexander, Deborah Niswonger-Ata, Nicole Adams, Jamal Brown, LaVerne Brown, Tasha Calloway, Chris Hardman, Julian Nabaa, Daniel New, David Offenhauser and Stephanie Thompson
- Board Members Absent: Denise Cole, Grace Davis, Lucas Ellington, Desmond Hague, Ray Robichaud, Cory Smith
- Staff Members Present: Gabrielle Andrews, Gina Downey, Cookie Smoak, Kristin Schneider, LaShanta Taylor and Andria Towne
- Staff Members Absent: Jenna Snyder

Call to Order

- Meeting called to order at 4:05 p.m.

Public Comment – If Applicable

None

Action Items

- Approval of Agenda
 - Motion by Julian Nabba, seconded by LaVerne Brown
Unanimous: Passed

- Approval of Minutes from the July 29, 2021
 - Motion by LaVerne Brown, seconded by Julian Nabaa
Unanimous: Passed

Discussion Items

- Chairperson's Report
 - David Offenhauser shared the GHLA will be applying for a grant proposal through the State of Georgia. Georgia is receiving five million dollars from the government and portions of the funds are specifically going to be used for the Hospitality Industry. GHLA will apply for a lump sum to be used throughout the state for all 2,193 Georgia hotels. To qualify, the sales for each hotel must be under 25% to 2019 vs. 2021 sales. These funds can be used for wages, sign-on bonuses, incentives, operations, safety, training and career development. Hotels will be able to apply through GHLA.
Chris Hardmon, shared that GHLA will be submitting their application for these funds. Monies will not be available until January 2022. Chris Hardmon will keep the Board updated on these developments.

- President's Report
 - The Strategic Plan should be finalized soon and will shared with the Board.
 - All four Spin the District events were successful. We had riders from twenty-two states and fourteen countries.
 - Linda Montgomery has retired from the Sonesta Atlanta Airport North. A gift was purchased on behalf of Board & the ATL Airport District CVB. Cookie Smoak discussed it would be feasible that someone from the Sonesta should replace this board position.
 - Poor signage at the Hartsfield-Jackson International Airport was discussed. There needs to be better signage on navigating the airport and rental car locations. Cookie discussed it would be beneficial for an airport employee to join the Board to keep us updated on changes that are going on at the Airport.
 - Embassy Suites, Hapeville, GA is scheduled to open in February 2022.
 - TownePlace Suites by Marriott Atlanta Airport North, Hapeville, GA is scheduled to open December 8, 2021.
 - Tru Hotel & Home2 Suites by Hilton have broken ground and started construction in College Park on the Gateway Campus.

- Finance Report
 - LaShanta Taylor reported that the 1st Quarter Finance update was emailed with the agenda.
 - We had a good Quarter 1 revenue wise, monies that we received represented May, June & July. We have 26% of our yearly budget revenue received at this time.

- Sales Report
 - Kristin Schneider reported the Sales team has currently booked 15,611 rooms this fiscal year which is about 39% of our goal.
 - In the last month the team has attended three tradeshow and by the end of December the team will be attending six more tradeshow.
 - The Prep Boys Basketball Tournament have signed a contract at the GICC for July 7-10, 2022; 350-400 boys' teams will be participating. This could generate 1,000-3,000 rooms for the District.
- Marketing Report
 - We are focusing more on digital content at the moment.
 - Currently revising campaign creatives.
 - Our new website has been launched.
 - Continuing with our blogs for meetings and tourism and media.
 - In the process of interviewing a new PR agency. We should have a new agency by end the of November.
 - Meeting Sales has picked up with their trade shows and the Marketing team is supporting them with presentations, promo items, etc.
 - Currently working on a campaign with GICC, Arena, College Skyhawks and The Atlanta Dream. Meetings are scheduled regularly to support them with a 12-month basketball campaign.
 - Working in conjunction with College Park on a grant way-finder on signage and advising GICC and the Arena on campaign and plan.
 - A two-minute Diversity video was shared to the board. The video is important for the meetings and tourism in our cities.
- Convention Services Report
 - Cookie Smoak reported in the absence of Jenna Synder.
 - Participated with MEAC/SWAC Advisory Board and provided social media and airport welcome images, buttons to all the hotels, welcome signs and welcome baskets for their VIP's.
 - We co-sponsored IGLTA at the Delta Museum and provided t-shirts.
 - Welcomed and visited with Chick-fil-A on-site for their meeting at GICC. Provided custom welcome window clings at the GICC and key card sleeves for hotel attendees.
 - Attended the Destination International Sales and Services Summit, October 6-8, 2021.
 - Continue working with 2022 upcoming groups.
 - Continue working on D.I.S.H. (Dining. Incentives. Support. Hospitality.) page.
 - Explore GA has been completed and updated for all of our district cities.

Announcements and Adjournment

Next Board of Directors Meeting: Wednesday, January 26, 2022, at 4:00 p.m., Via Zoom Meeting

- Adjourn
 - Meeting adjourned at 4:56 p.m.
 - Motion by Julian Nabaa, seconded by Nicole Adams
Unanimous: PASSED