



**ATL Airport District Convention & Visitors Bureau
Board of Directors Meeting
Georgia International Convention Center, Boardroom 1
2000 Convention Center Concourse, College Park, GA 30337
October 17, 2018
5:00 p.m.**

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

Call to Order

- Welcome – Donelle Zunker presided over the meeting in the absence of the Board Chairperson, Ken Allen

Public Comment – If Applicable

- None

Action Items

- Approval of Agenda
 - Motion by Mercedes Miller, seconded by Dave Shepherd
Unanimous: PASSED
- Approval of Minutes from the July 25, 2018 Meeting
 - Motion by LaVerne Brown, seconded by Daniel Summers
Unanimous: PASSED

Discussion Items

- Board Chairperson's Report
 - Absent - None

- President's Report
 - The Executive Summary was not included because the STR report was emailed before the meeting. Cookie suggested since it is emailed to all we will discontinue printing hard copies for the meetings.
 - 2019 Board Meeting dates will be shared in the next two weeks for all Board Members.

- Joint meeting is scheduled for January 30, 2019; not January 31, 2019 as stated on the October 17, 2018 Agenda. During the January Board Meeting, we will be electing Executive Committee Members. Cookie is also, working with GHLA to replace Board Position that Anthony Brown vacated.
 - Cookie Smoak shared with the Board events the AAD has attended: ASAE, ATL Airport Chamber Board Retreat, GACVB Board Planning Meeting, ATL Airport Guide 16th Anniversary Party. Cookie will be attending the upcoming College Park Mayor's Ball.
 - Three of our cities contracts are up as of June 2019; College Park, East Point and Hapeville. Cookie will start working on the renewal process at the beginning of the year.
 - The ATL Airport District is currently in the process of seeking Destination International Certification, which is the next level for a CVB to achieve. We will insure that all procedures and policies are in line with the standard.
 - We are in the process of rebranding our sales focused campaign and tradeshow booth.
 - Spin the District Gran Fondo is scheduled on Sunday, October 21, 2018 in Union City from 8 a.m.-5 p.m.
 - We are sending a Sales Manager and Convention Services Manager to GACVB Sales Summit in Duluth on December 5 & 6, 2018.
 - An investor is currently seeking approval to build two Hilton properties on the land next to the SpringHill Suites with 157 rooms each and one full-service restaurant.
- Mercedes Miller updated members on the following:
 - The Georgia International Convention Center is currently operating at 72% occupancy.
 - The City of College Park has hired a new Finance Director and HR Director.
 - The City of College Park has hired Meeting Brokers to assist with the naming rights for the GICC and the Arena. The selling of the arena will be available after February of 2020.
 - LaShanta Taylor updated members on the following:
 - The AAD is preparing for our year-end audit.
 - Staff will be meeting with our representative for open enrollment.
 - Staff is scheduled for a Team Training on Tuesday, November 13, 2018.

Announcements and Adjournment

- Next Board of Directors Meeting: January 30, 2019, 5:00 p.m. at the Georgia International Convention Center, Board Room 1.
- Joint Board Meeting: January 30, 2019, 6:30 pm at the Georgia International Convention Center, Australian Suites.
- Adjourn: Meeting adjourned at 5:43 p.m. Motion by Mercedes Miller, seconded by Dave Shepherd.