



**ATL Airport District Convention & Visitors Bureau
Board of Directors Meeting
Georgia International Convention Center, Boardroom 1
2000 Convention Center Concourse, College Park, GA 30337
January 30, 2019
5:00 p.m.**

- **Introduction of Meeting Attendees and Participants**
 - Board Members Present: Ken Allen, Jamal Brown, LaVerne Brown, Tarsha Calloway, Lisa Churchfield, Grace Davis, Mercedes Miller, Linda Montgomery, Julian Nabba, David Offenhauser, Ray Robichaud, Dave Shepherd, Cookie Smoak, Daniel Summers and Stephanie Thompson
 - Board Members Absent: Mark Adams, Kevin Bird
 - Staff Members Present: Gina Downey, Meg Oxford, LaShanta Taylor, Andria Towne and Cookie Smoak

Call to Order

- Ken Allen asked attendees to introduce themselves

Public Comment – If Applicable

- None

Action Items

- Approval of Agenda
 - Motion by Julian Nabba, seconded by Stephanie Thompson
Unanimous: PASSED
- Approval of Minutes from the October 17, 2018 Meeting
 - Motion by LaVerne Brown, seconded by Mercedes Miller
Unanimous: PASSED
- Introduction and Vote on Jamal Brown, City of College Park
 - Cookie Smoak introduced Jamal Brown, Ward 4 representing College Park. Jamal gave a brief statement about himself.
 - Julian Nabba motioned to accept, Mercedes Miller seconded
Unanimous: PASSED

- Introduction and Vote on David Offenhauser, General Manager at Atlanta Airport Marriott Gateway/Renaissance Atlanta Airport Gateway Hotel – GHLA representative, replacing Donelle Zunker.
 - Cookie Smoak introduced David Offenhauser
 - Dave Shepherd motioned to accept, Linda Montgomery seconded
Unanimous: PASSED
- Organization Code of Ethics Approval (DI Accreditation)
 - Cookie explained the ATL Airport District is seeking accreditation through Destination International. Destination Marketing Accreditation Program (DMAP) requires that each organization adhere to the DMAP Code of Ethics as prescribed by DMAP Board of Directors. Cookie Smoak distributed a DMAP Code of Ethics for each board member to read and approve.
 - Motion by Mercedes Miller, seconded by Julian Nabba
Unanimous: PASSED
 - This will be added to Board Handbook and the Employee Handbook as reflected in these minutes.
- Financial Update Board Approval
 - LaShanta Taylor provided a mid-year (July 18-December 18, 2018) financial update
 - Motion by Dave Shepherd, seconded by Stephanie Thompson
Unanimous: PASSED
- Executive Committee Nominations and Vote
 - Chairperson - Ken Allen nominated Dave Shepherd, seconded by Linda Montgomery
Unanimous: PASSED
 - Co-Chairperson - Linda Montgomery nominated LaVerne Brown, seconded by Mercedes Miller
Unanimous: PASSED
 - Treasurer - Stephanie Thompson nominated Ray Robichaud, seconded by LaVerne Brown
Unanimous: PASSED
 - Secretary – No other names were brought forward. Linda Montgomery to continue in the role of Secretary.

Discussion Items

- Board Chairperson's Report
 - Ken Allen reported that he is stepping down as the Chairperson for the Executive Committee to pursue political aspirations for the City of College Park
- President's Report
 - Cookie reported that much of her report will be discussed during the Joint Meeting later this evening
 - Spin the District – Porsche is interested in holding a cycling event on their Porsche track in collaboration with Spin the District

- Marketing Report
 - Andria Towne gave an update on the Marketing Department
 - A city specific marketing research was completed for all four cities during the Fall of 2018. 20+ interviews were conducted and gained insights on AAD's brand awareness, attitudes and usage among top industry meeting planners.
 - Sales will be doing a Meet-Up in Chicago on April 25, 2019. This will be the first time for the Chicago market. They will be meeting with 15-20 clients and taking them to lunch and a baseball game at Wrigley Field.
 - A new tradeshow booth will be rolled out in May 2019
 - Social Media – *Historically Hip* platform will be introduced on Instagram; this platform shares the rich culture of Hip-Hop and the arts in our four cities
 - A LinkedIn profile was launched during the summer
 - Restaurant Week is scheduled for March 9-17, 2019

- Mercedes Miller provided a Fact Sheet of the upcoming arena
 - The Arena is scheduled to open in October 2019
 - There are currently three potential companies looking at GICC in their naming rights

Announcements and Adjournment

Next Board of Directors Meeting: April 24, 2019, 5:00 p.m. at the Georgia International Convention Center, Boardroom 1

Adjourn: Meeting adjourned at 6:10 p.m. Motion by Mercedes Miller, seconded by Stephanie Thompson