



**ATL Airport District Convention & Visitors Bureau
Board of Directors Meeting
Georgia International Convention Center, Boardroom 1
2000 Convention Center Concourse, College Park, GA 30337
April 24, 2019
5:00 p.m.**

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

Call to Order

- Dave Shepherd welcomed attendees and asked them to introduce themselves.

Public Comment – If Applicable

- None

Action Items

- Approval of Agenda
 - Motion by Laverne Brown, seconded by Ken Allen
Unanimous: PASSED
- Approval of Minutes from the January 30, 2019 Meeting
 - Motion by Daniel Summers, seconded by Mercedes Miller
Unanimous: PASSED

Discussion Items

- Board Chairperson's Report - None
- President's Report
 - Kevin Bird from Shepard Exposition Services has received a job promotion and has requested to step down from the Board due to his work commitments. Kevin Bird recommended Corey Smith from Shepard Exposition Services to serve on the Board. Cookie will obtain his resume, check the by-laws and put to a vote during the July 31, 2019 Board meeting.
 - Cookie Smoak stated we are in contract negotiations with Hapeville, East Point and College Park. She and our lawyer are reviewing these contracts.
 - Cookie Smoak attended the GCAVB winter meeting from February 20-22, 2019.
 - The ATL Airport District 6th Annual Restaurant week was held March 18-26, 2019. Fox 5's Good Day ran a segment on the Urban Foodie Feed Store.
 - Update on the proposed "Airport City" – Live, Work & Play. This project will have residential development, office and hotel buildings.
 - Two new full-service hotels, AC Hotel and Sheraton are currently in progress on the campus grounds.
 - The Sales Team is scheduled for a Chicago Planners Meet-Up on April 25, 2019.
 - Cookie Smoak attended the DI CEO Summit from April 15-18, 2019 in Ashville, NC.
 - On April 25, 2019 the ATL Airport District will be hosting a MEAC SWAC Kick-Off reception at the Kimpton Overland Hotel from 6:00pm-8:00 p.m.

Marketing Report

- On April 30, 2019, Good Day Atlanta will be featuring Spin the District in Hapeville and College Park. They will be previewing three live morning segments. Spin is scheduled May 4th in Hapeville and May 5th, 2019 in College Park.
 - The Marketing Team is working on a new Logo for the City of Hapeville.
 - The ATL Airport District has contracted with Heather Smith on a new restaurant project. At current, there are 132 restaurants in the District and the project will focus on a rewards program. We are actively working on creating a better dialogue with our district restaurant owners.
 - Marketing team is revamping an ATL Airport creative campaign.
 - A new sales campaign is in the works for ad, tradeshow and a summer campaign.
- Mercedes Miller provided an update on the Arena. The Grand Opening is scheduled for November 8th and a Community tour is scheduled for November 9, 2019.
 - GICC will be installing an access gate at their employee parking lot.

Announcements and Adjournment

Next Board of Directors Meeting: Wednesday, July 31, 2019 at 5:00 p.m. at the Georgia International Convention Center, Boardroom 1

- Adjourn
 - Meeting adjourned at 5:36p.m. Motion by Mercedes Miller, seconded by Daniel Summers
 - Unanimous: PASSED