



**ATL Airport District Convention & Visitors Bureau
Board of Directors Meeting
Georgia International Convention Center, Boardroom 1
2000 Convention Center Concourse, College Park, GA 30337
July 25, 2018
5:00 p.m.**

- **Introduction of Meeting Attendees and Participants**

- Board Members Present: Mark Adams, Ken Allen, LaVerne Brown, Grace Davis, Mercedes Miller, Linda Montgomery, Ray Robichaud, Dave Shepherd, Cookie Smoak, Daniel Summers and Stephanie Thompson
- Board Members Absent: Kevin Bird, Anthony Brown, Tarsha Calloway, Lisa Churchfield, Karl Matson, Julian Nabaa, Ed Richardson and Donelle Zunker
- Staff present: Eugene Burnett, Gina Downey, Cookie Smoak, LaShanta Taylor and Andria Towne

Call to Order

- Welcome
 - Cookie Smoak introduced Eugene Burnett as the AAD new Convention Services Manager.

Public Comment – If Applicable

- None

Action Items

- Approval of Agenda
 - Motion by LaVerne Brown, seconded by Dave Shepherd
Unanimous: PASSED
- Approval of Minutes from the April 18, 2018 Meeting
 - Motion by Dave Shepherd, seconded by Linda Montgomery Unanimous: PASSED
- Approval of 2018-19 Budget –
 - LaShanta Taylor presented the budget and advised that we have gone to a monthly budget plan which will be presented to the Executive Committee at the next meeting. Motion was made to approve the budget by Stephanie Thompson and seconded by Linda Montgomery. Unanimous: PASSED

Discussion Items

- Board Chairperson's Report
 - Ken Allen provided Chairpersons Report by going around the room and letting each Board Member comment on what is going on.
 - Ray Robichaud commented that Westin is now Marriott with more to follow.
 - Mercedes Miller updated on the Arena.

- President's Report
 - Sales Managers have attended quite a few shows since the last meeting including Helms Briscoe, SimpleView, and FEA. We hosted our "Meet Up" DC Event with follow-up sales calls by Sales Managers.
 - ATL District co-sponsored Shepard Sandbox Event which consisted of approximately 80 of their top clients. The Event was successful, we received 5 RFP's and conducted three sites. Shepard stated this event as Best EVER!
 - Reviewing Strategic Sales Training for Staff with follow-up to ensure implementation.
 - College Park lost four restaurants in the last month including Radial Café, Ronaldo's, Duck Club and The Pig & The Pint.
 - Anthony Brown is leaving the Hyatt Place and moving to Nashville.
 - Update on MEAC/SWAC Challenge football game September 2, 2018 and encouraged hotels to sponsor.
 - DMO hosted a reception for ESPN to assist with sponsorship opportunities.

Announcements and Adjournment

- Andria Towne provided Marketing Update
 - Spin the District advertising is in full swing including USA Cycling, digital, social, as well as, posters in cycling shops around Atlanta. Expectations for first year on rooms are small as we just want to ensure execution and positive experience. We will build from there and count on word of mouth and additional advertising.

- Next Board of Directors Meeting: October 24, 2018, 5:00 p.m. at the Georgia International Convention Center, Board Room 1

- Adjourn: Meeting adjourned at 6:16 p.m. Motioned by Mercedes Miller, seconded by Dave Shepherd