



**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 31, 2019  
5:00 p.m.**

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

**Call to Order**

- Meeting called to order at 5:00 p.m.
- LaVerne Brown welcomed attendees and asked them to introduce themselves.

**Public Comment – If Applicable**

- None

**Action Items**

- Approval of Agenda
  - Motion by Daniel Summers, seconded by Ray Robichaud  
Unanimous: PASSED
- Approval of Minutes from the April 24, 2019 Meeting
  - Motion by Daniel Summers, seconded by Mercedes Miller  
Unanimous: PASSED

- Introduction and Vote for replacement of Kevin Bird, Shepard Exposition Services with Cory Smith from Shepard Exposition Services. Cory Smith is Vice-President of Strategy.
  - Daniel Summers motion to accept, Ken Allen seconded  
Unanimous: PASSED
- Nomination and Vote for Board Chairperson's Position  
David Offenhauser, GM, Atlanta Airport Marriott Gateway and Renaissance Airport Gateway Hotel
  - Daniel Summers motion to accept, Ray Robichaud seconded  
Unanimous: PASSED
- Approval of 2019-20 Budget
  - Motion by Ken Allen, seconded by Daniel Summers  
Unanimous: PASSED

## **Discussion Items**

- Board Chairperson's Report - None
- President's Report
  - Cookie Smoak updated everyone about personnel changes that have taken effect at the ATL Airport District:
    - Eugene Burnett, Convention Services Manager was released from his position in early July. His replacement is Jenna Snyder. Jenna comes from the Atlanta CVB and will be starting on August 19, 2019 as Director of Convention Services.
    - Todd Neal, Senior Sales Manager, SMERF Market, resigned from his position. His replacement is Kimberly Payne-Ward. Kimberly comes from the Anderson Conference Center in Macon and will be starting on August 5, 2019 as Senior Sales Manager.
    - Meg Oxford, Director of Sales has been released from her position, Kristin Schneider is currently filling this position as Interim Director of Sales. There will be a future position available in the Sales Department.
    - Contracts for East Point, College Park and Hapeville have been renewed.
    - Cookie Smoak attended the DI CEO Summit in April 2019. During her sessions, she gained insight on some initiatives that she would like to implement for the Board and the ATL Airport District.
      - How to raise the board meetings to the "next Level"; more engaging speakers and strategic pillar topics.
      - Implement a voluntary Ambassador Program for all four of our cities.
    - We are scheduled to submit our application to DMAI in early September 2019 to be accredited as a CVB.
    - The ATL Airport District Annual Meeting is scheduled for Wednesday, August 21, 2019 at the GICC. Invites have been emailed to all board members.

- Marketing Report
  - The Marketing and the Sales teams are working on a new tradeshow booth "ALT-LANTA" creative for the upcoming IAEE Expo Expo Conference in December 2019.
  - A new creative tourism brochure is being developed.
  - Spin the District – The May 2019 events were huge successes. Riders from twenty-four states and thirteen countries participated.
  - The next Spin the District events are scheduled for Friday, September 20 at the Velodrome in East Point and Sunday, September 22 is the Grand Fondo in Union City.
  
- Mercedes Miller updated members on the following:
  - The Arena is 78% complete. Scheduled opening is October 2019. November 7 is ribbon cutting and a VIP Reception is scheduled for November 8.
  
  - A meeting is scheduled on August 22, 2019 for College Park restaurants who are interested in becoming food vendors at the Arena.

### **Announcements and Adjournment**

- This is Ken Allen's last day as a board member. He will officially submit his resignation on August 18, 2019. He is currently running for a seat on College Park's City Council.

Next Board of Directors Meeting: Wednesday, October 30, 2019 at 5:00 p.m. at the Georgia International Convention Center, Boardroom 1

- Adjourn
  - Meeting adjourned at 6:01 p.m. Motion by Mercedes Miller, seconded by Daniel Summers
  - Unanimous: PASSED