



**ATL Airport District Convention & Visitors Bureau  
Board of Directors Meeting  
Held Virtually via Zoom  
July 29, 2021  
4:00 p.m.**

**Meeting Attendees and Participants**

- Board Members Present: Nicole Adams, Samantha Alexander, Deborah Niswonger-Ata, Jamal Brown, LaVerne Brown, Denise Cole, Grace Davis, Linda Montgomery, Alex Morales, Julian Nabaa, David Offenhauser, Ray Robichaud and Stephanie Thompson
- Board Members Absent: Mark Adams, Tarsha Calloway, Lucas Ellington, Chris Hardman and Cory Smith
- Staff Members Present: Gabrielle Andrews, Gina Downey, Cookie Smoak, Kristin Schneider, Jenna Snyder, LaShanta Taylor and Andria Towne

**Call to Order**

- Meeting called to order at 4:06 p.m.

**Public Comment – If Applicable**

- None

**Action Items**

- Approval of Agenda
  - Motion by LaVerne Brown, seconded by Linda Montgomery  
Unanimous: Passed
- Approval of Minutes from the April 28, 2021
  - Motion by Ray Robichaud, seconded by Samantha Alexander  
Unanimous: Passed

- Approval of 2021-2022 Budget
  - LaShanta Taylor, VP of Finance and Administration presented the FY 2021-2022 budget for approval.
  - The proposed budget is relatively consistent with the current year, keeping anticipated revenue almost the same as last year. While we are seeing travel increase this summer, it is not expected to reach pre-pandemic levels for a while. Also, meetings and conventions continue to offer virtual options, resulting in less travel.
  - The proposed budget increases spending for Sales by 30% in order to support efforts to attract meetings and conventions to our area once visitors feel comfortable traveling again. Savings in administrative expenses help to offset the increase in sales.
  - For additional information about the budget, feel free to reach out to LaShanta directly.
  - Motion by Julian Nabaa, seconded by Ray Robichaud  
Unanimous: Passed

## Discussion Items

- Chairperson's Report
  - Home2 Suites broke ground the last week of July 2021. There is also the potential of a Sheraton property that may be coming to the Gateway Campus.
  - There was discussion with the growing number of hotels on the Gateway Campus and the need for walking accessible restaurants. Nicole Adams discussed and recommended to establish an AD HOC Committee to brainstorm ideas with a timeline of 6-12 months to make this feasible.
- President's Report
  - House Bill 317 is expected to provide approximately a 15% increase in hotel/motel tax.
  - Cookie Smoak and Andria Towne attended the GACVB in Savannah, Ga, May 16-19, 2021.
  - Cookie Smoak attended the IAEE SE Classic in downtown Atlanta on July 22, 2021.
  - Our team is keeping in contact and setting up Ancillary meetings with AKA.
  - MEAC/SWAC Challenge Kick-off update: The game is scheduled for Saturday, August 28, 2021, at the Georgia State Stadium at 7:00 p.m. The teams are North Carolina Central and Alcorn State. The sales team is currently working on room blocks with the teams, bands and participants. If anyone would like tickets, please contact Cookie Smoak.
  - Spin the District – Criterium is scheduled in Hapeville on August 28, 2021. Our team is working on getting the word out to our cities in the district.
  - The ATL Airport District, along with our Board, are scheduled for a Strategic Planning Meeting on August 23, 2021, from 9:00 a.m.-4:00 p.m. at the Atlanta Airport Gateway Marriott, Gulfstream Ballroom.

- Sales Report
  - The Sales team ended the year with 33,000 room nights.
  - Kristin Schneider reported on virtual and in-person conferences the sales team has attended.
  - For June and July the Sales team will be attending three in-person conferences and two virtual.
  - The Sales Team has been scheduling many short-term and repeat business meetings.
  
- Marketing Report
  - Our new website launch is scheduled for August 9, 2021.
  - The Marketing team is continuously working on our meeting and tourism blog.
  - Spin the District – currently working with a nonprofit to provide access to children in our communities about cycling.
  - The Marketing team is continuing meetings with the Atlanta Dream and College Park Skyhawks.
  
- Convention Services Report
  - The ATL Airport District will be hosting the IGLTA event at the Delta Museum on September 10, 2021.
  - Jenna Snyder in collaboration with the Marketing Team are updating our restaurants, hotels and things to do in the Georgia Explorer website for all of our cities.
  - Continuing updates to our DISH and Facebook pages.
  - We will be kicking-off “Deals in the District” on various offers on restaurants and attractions deals.

### **Announcements and Adjournment**

- The City of College Park is in the process of re-branding.
- LaVerne Brown reported that the Delta Museum is now open and all staff are back full-time. They are currently booking numerous events.

Next Board of Directors Meeting: Wednesday, October 27, 2021, at 4:00 p.m., Via Zoom Meeting

- Adjourn
  - Meeting adjourned at 5:05 p.m.
  - Motion by Alex Morales, seconded by Julian Nabaa  
Unanimous: PASSED