



**ATL Airport District Convention & Visitors Bureau
Board of Directors Meeting
July 26, 2023
4:00 p.m.
Via Zoom**

Introduction of Meeting Attendees and Participants

- Board Members Present: Nicole Adams, Samantha Alexander, Deborah Niswonger-Ata, Tara Brashear, Tarsha Calloway, Sherry Godfrey, Steve Mayers, Mercedes Miller, David Offenhauser and Ray Robichaud
- Board Members Absent: Mark Adams, Kenny Anderson, Scott Bierman, Lucas Ellington, Frank Madrigal, Kelley Moore and Julian Nabaa
- Staff Members Present: Gabby Andrews, Gina Downey, Kristin Schneider, Cookie Smoak, Jenna Snyder LaShanta Taylor and Andria Towne

Call to Order

- Meeting called to order at 4:09 p.m.

Public Comment – If Applicable

- None

Action Items

Approval of Agenda

- Motion by: Samantha Alexander, seconded by Tara Brashear
Unanimous: PASSED

Approval of Minutes from the May 2, 2023 Meeting

- Motion by: Sherry Godfrey seconded by Samantha Alexander
Unanimous: PASSED

Nomination and Vote for Steve Mayers, Senior Director for Marketing Communications, Customer Experience, and Civil Rights - Hartsfield-Jackson Atlanta International Airport

- Motion by David Offenhauser, seconded by Samantha Alexander
Unanimous: PASSED

Approval of the FY 2023-2024 Budget

- LaShanta Taylor shared the proposed budget with the Board. Our budget is based on projected revenue from our partner cities: College Park, Hapeville, and Union City.
- Discussed using funds from our reserves that were not used during COVID for our upcoming fiscal year.
- We are estimating revenue from our partner cities of \$3.8 million and a transfer from reserve (use of remaining funds unused during COVID) of \$1.7 million for a total of \$5,500,750 million.
- Motion by David Offenhauser, seconded by Samantha Alexander
Unanimous: PASSED

Discussion Items

- Board Chairperson's Report – Mercedes Miller
 - With the installation of the Camp Creek Bridge, Camp Creek Parkway will be closed the last two weekends in August 2023 from the RaceTrac to light near the Delta parking entrance. Traffic will be rerouted to the complex to gain access to the airport. Mercedes recommended that she meet with Steve Mayer to discuss the logistics of how this will affect airport traffic flow.
 - Pleased to announce for the first time in GICC's history, the Center made over 10 million dollars.
 - A Strategic Planning Meeting is scheduled for September 27, 2023 from 10:00a.m.–2:00p.m. at the GICC. Our facilitator will be Darnell Cadette. Mercedes will not be present, she will be attending Venue Now in California and will be participating as a panelist on E-Sports.
- President's Report – Cookie Smoak
 - Attended Destinations International conference in Dallas, TX.
 - Will be attending the Governor's Conference on Tourism the second week of September in Jekyll Island.
 - Cookie Smoak and Jenna Synder are continuing their volunteer planning for the upcoming ASAE Conference scheduled in downtown Atlanta. The sales team will be attending and have a booth at the conference. They will be hosting a reception for Meeting Planners at the Porsche Experience during the ASAE weekend.
 - MEAC/SWAC HBCU College Challenge is scheduled for August 26, 2023. The competing teams are South Carolina State vs Jackson State. The District benefits with the teams and spectators who book at our partner city hotels. Cricket Wireless has signed another four years in Atlanta with MEAC/SWAC and ESPN coverage.
 - The AAD Annual Meeting is scheduled for August 30, 2023 from 11:00a.m.-1:30p.m. at the GICC.
 - David Offenhauser thanked the AAD for their hard work and dedication in surpassing the best numbers ever at the three Gateway Campus Hotels.

- Sales Team Report – Kristin Schneider, VP of Sales
 - Sales closed over 72,000 room nights last year, which is 20,000 more than we have ever closed. This equaled over \$84 million in economic impact for the District.
 - We have a new marketing campaign and booth for our upcoming fiscal year, our tagline is “Wheels Down. Meet Up. Your Gateway to Great Meetings”.
 - Upcoming shows in August and September 2023: ASAE, Destination SE, HPN Annual Meeting, Prevue Next Level Summit and Congressional Black Caucus.

- Marketing Report – Andria Towne and Gabby Andrews
 - Completed Atlanta Eats filming. Five new restaurant segments were shot in College Park and Hapeville. The first segments will air in the Fall 2023.
 - Andria Towne shared a piece that the Atlanta Chronicle Southside Market Report featured restaurants and businesses in the College Park area.
 - Continuing supporting Sales, Andria Towne shared their new tradeshow booth which will debut at the ASAE Conference.
 - Our meeting planner page on the website has been updated to reflect the new campaign.
 - Working closely with the Gateway team and GICC doing 360’s and directional videos of parking of the arena, GICC, and loading dock. This gives planners an idea of the layout when they are moving in for events.

- Convention Services Report – Jenna Snyder
 - Upcoming and past groups at GICC: Ozone Pet Fair, Southern Exposure Volleyball, National Funeral Directors & Morticians, National African American Gun Association and Steel Market Summit.
 - Shared welcome décor for the MEAC/SWAC.
 - There are currently 300 volunteers signed up for the ASAE Conference.

Announcements and Adjournment

- Steve Mayer – The Airport will be closing parking spaces on the South Lot to build a new deck. The timeframe for completion will be at least two and half years. He will send updates to the board on traffic rerouting.
- Steve Mayer spoke about the Airport Concessions Outreach Program. They will be hosting an event on August 10, from 8:00a.m.-1:00p.m., at the GICC. There will be information about contracting opportunities with food, beverage and retail concessions. If you know anyone interested please let them know about this program.

- Next Board of Directors Meeting: October 25, 2023, 4:00 p.m., via Zoom

- Motion by, Samantha Alexander seconded by Steve Mayer
Unanimous: PASSED

Adjourn: Meeting adjourned at 5:12 p.m.