

**Meeting of the Board of Directors of the
College Park Destination Marketing Organization, Inc.
July 22, 2015
Georgia International Convention Center**

Board Members Present: Mercedes Miller (Presiding), Ken Allen, Ray Robichaud, Stephanie Thompson, Kevin Bird, Linda Montgomery, Daniel Summers Jr., Lonnie Kirk, Donelle Zunker, Laverne Brown, David Gleim, Juliet Hall,

Others present: Cookie Smoak, President; Andria Towne, VP of Marketing; LaShanta Taylor, VP Finance; Ken Winkler, Attorney for Meet CPGA

Mercedes Miller called the meeting to order at 5:08 PM.

Approval of the Agenda

All voted in favor of approving the agenda.

Approval of Meeting Minutes

All voted in favor of approving the May 27, 2015 DMO Board meeting minutes with no revisions.

Ken Winkler introduced himself to the board. He is the new attorney for the organization. Ken works for Berman, Fink, and VanHorn and works with several clients in the hospitality industry.

Chairperson's Report

Mercedes Miller informed the board of the following:

- GICC increased revenue 30% over last year.
- CityFest is August 13 at the GICC
- Mayor and Council said that the tax revenue was growing due to the work of the DMO
- The GICC and DMO are working on booking Jehovah Witnesses for their June 2016 and 2017 conventions.
- Executive Board is establishing annual performance goals for Cookie Smoak for next year

President's Report

Cookie Smoak gave an overview of the operations during the past couple of months. Highlights include:

- Review Monthly Executive Summary

- New Restaurants: Restaurant at Porsche Headquarters and Kafenio on Main Street
- DMO will be reviewing requirements to be a preferred partner with Helms Briscoe (large booking agency)
- Discussion about new GA law that imposes \$5 fee per room night on hotels. May affect booking business
- Funding from East Point has begun. Brand development for East Point's tourism is in progress and should be complete by end of October. The DMO is also working on creating an overarching brand that encompasses College Park and East Point.
- Copies of the updated DMO by-laws were made available to the DMO Board
- Meet CPGA's 1st Annual meeting will be on August 5, at 8:30AM
- Marketing Update from Andria Townes:
 - DMO received the Summit International Award for best CVB website and surpassed 10k likes on FB
 - Working with Ad Agency on branding East Point and Global Brand for DMO
- Financial Update from LaShanta Taylor:
 - Updated the DMO employee manual
 - Performance evaluation for employees were completed
 - Met with the East Point Financial Director (Lolita Grant) to confirm money transfer details
 - Fiscal year ended on June 30. Numbers will be revealed at the annual meeting

Meeting was Adjourned 5:51PM.