

**Board of Directors First Quarter Meeting
Wednesday, February 5, 2014
Conventions and Visitors Bureau of Dunwoody
11:30 a.m.**

Welcome/Roll Call

The meeting was called to order by Bob Cottle, Chairman, at 11:37 a.m.

Members Present: Bob Cottle, Peter Dunn, Nancy Musselwhite, Brad Sturgeon, Shelly Faraj, Bill Grant, Brian Olson, Mallard Holliday, Donna Mahaffey, Michael Brian

Members Absent: None

Staff Present: Katie Bishop, Executive Director; Vickie Patton, Office Administrator

Visitors Present: None

Minutes

Minutes from the Fourth Quarter Meeting were reviewed. Mr. Grant motioned that the minutes be approved and Mr. Dunn seconded the motion. The motion was unanimously approved.

Committee Reports

Executive Report: None

Personnel Report: None

Finance Report: Mr. Grant discussed the unexpected revenue increase in the fourth quarter of 2013 and the CVBD reserve funds. It was agreed that the board would meet at a future date to further discuss reserve funds and how they can be used to best promote Dunwoody.

Director's Report

- Ms. Bishop reported on fourth quarter promotions initiated to take advantage of significantly increased revenues during that period, with the focus being on bringing more people into the hotels and increasing Facebook traffic.
- Ms. Bishop also reported on a change in advertising agencies for 2014, to include a shift from a retainer basis to a project basis. The new agency will help provide new creative, visitor's guides and meeting planner guides as well as help with other ongoing projects.

- Ms. Bishop then updated the board on several ongoing projects to include updating the CVBD leisure map, a Trip Advisor destination page, a driving tour app in conjunction with the Dunwoody Preservation Trust and a sales incentive program for meeting and groups.
- Ms. Bishop also informed the board that Bill Mulcahy will be filing the CVBD tax returns again this year.

Old Business: None

New Business:

- Mr. Cottle informed the board that Michael Bryan had been nominated by the nominating committee to take the board seat currently occupied by Brian Olson. Mr. Grant motioned that the nomination be accepted. Ms. Mahaffey seconded the motion which then passed unanimously.
- Mr. Sturgeon informed the board that hotel General Managers would meet for discussion soon regarding nominations for the open hotel board seat.
- Mr. Cottle informed the board that the nominating committee had nominated Peter Dunn to assume the position of chair. Mr. Grant made a motion that the nomination be accepted. Ms. Mahaffey seconded the motion which was then passed unanimously.
- At 12:49, Andy Williams, the Director of Sales for the CVBD, joined the meeting to provide a report on 2013 sales results.
- At 12:55, Kim Trawick, Marketing Coordinator for the CVBD, joined the meeting to provide a report on 2013 marketing results.
- Ms. Bishop then informed the board that she would like to hold a board planning meeting in March with the date to be set later.

Adjourn:

There being no further business to discuss, the meeting was adjourned at 1:10 pm.

Katie Bishop, Executive Director

Bob Cottle, Chairperson