

**Board of Directors Third Quarter Meeting
Wednesday, August 6, 2014
Convention and Visitors Bureau of Dunwoody
11:30 a.m.**

Welcome/Roll Call:

The meeting was called to order by Peter Dunn, Chairman.

Members present: Members Present: Bob Cottle, Peter Dunn, Donna Mahaffey, Bill Grant, Danny Hiatt, Brad Sturgeon, Nancy Musselwhite. Chairman Dunn announced that Michael Bryan and Ricardo Gonzolo had excused absences.

Staff present: Director Katie Bishop

Also Present: Bob Cottle, Leila Bryan, Jim Mcswigan

Public Comment: None.

Minutes

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

Committee Reports:

Executive Report: None

Personnel Report – Deferred to the executive committee portion of the meeting at the end.

Finance Report – Mr. Grant discussed the current balance sheet and financials for the organization. Ms. Bishop and Mr. Grant presented the mid-year budget readjustment for the CVBD.

- This adjustment accounts for the strong revenue growth the organization has seen through the year and includes expense adjustments for marketing and promotions.
- The proposed mid-year budget adjustment includes a revenue adjustment of \$60,000, bringing revenues from an original budget of \$844,959 to \$904,559. Expenses were also adjusted up and include an investment spend of approximately \$12,000. The adjusted expenses are \$917,209.
- Discussion occurred about the adjustment; vote to pass the adjusted budget will occur in new business.

Director's Report – Ms. Bishop presented the Director's Report that was distributed to the board.

- Ms. Bishop reported that Sarah Steadman was hired in June as the Sales Coordinator for the CVBD. The sales team is on pace to exceed its 2014 sales goals, with 99 leads having been distributed and 13 contracts with nearly 2,500 rooms having been booked for the hotels. She reported some of the findings as to why some leads are not converting; most are attributed to a lack of availability by the hotels.
- Ms. Bishop presented the digital report for the CVBD that was prepared by its digital agency.
- Ms. Bishop presented an update on the AJC Wine Fest and its efforts to support the out-of-market marketing for the event. The AJC is set to begin a digital campaign that will run in Dunwoody's drive markets to promote hotel packages for the event.

Old Business:

CVBD Office Update –

- Mr. Cottle provided an update on the CVBD office search. The CVBD is working with the same broker it used in the past, Andrew Walker with Colliers. The CVBD is looking to potentially move closer to City Hall and have identified space in both the 41 and 47 buildings.
- Chairman Dunn, Mr. Cottle, and Ms. Bishop along with representatives from the Chamber met with Mayor Davis to discuss potentially moving into the office across from City Hall.
- The time of the move and other details are unclear at this time, but Mr. Cottle and Ms. Bishop expect to have more details before the next board meeting.

At this time the Board went into Executive Session to discuss matters related to personnel. This was moved up from the end of the meeting to accommodate some board members who had to leave early.

When the board adjourned from Executive Session and resumed the board meeting, the board voted to approve the salary adjustments that were discussed in executive session. These are adjustments that were presented and approved by the Executive Committee before the meeting. The motion was made by Donna Mahaffey and the second was made by Nancy Musselwhite.

New Business:

Mid-Year Budget Adjustment:

- At this time the board agreed to pass the mid-year budget readjustment that was presented and discussed at the beginning of the meeting. The motion was made by Mr. Grant and the second was made by Mr. Holliday.

Board Seats/Term Limits:

- Ms. Bishop provided an update on the board members' term limits and which seats were set to expire at the end of 2014.
- Brad Sturgeon was added back to the board to fill the hotel seat that was held by Shelly Faraj. This seat is set to expire at the end of 2014, and it was discussed that at that time it is likely that the new Marriott General Manager, Jim Mcswigan will join the board.
- The board and Chairman Dunn extended their thanks and appreciation to Bob Cottle for his five years of service to the board.

Website and Logo Update:

- Ms. Bishop provided an update on the website proposal process that is occurring. The CVBD is talking to its existing website provider SimpleView before seeking additional proposals.
- Ms. Bishop presented a proposal from its creative marketing agency to update the CVBD logo to coordinate with the new brand messaging that was created at the beginning of the year. Ms. Bishop reported that the City and Chamber do not have plans to change its logo, but that the CVBD was given direction by the City marketing staff to move forward with a logo change if desired.
- Discussion occurred about updating the logo and it was decided by the board that the CVBD can see what designs the agency would like to present. The CVBD staff will work with interested board members as well as focus groups to present new logo designs before approving one.

Adjourn:

There being no further business to discuss, the meeting adjourned.

Peter Dunn, Chairman

Attest:

Sharon Lowery, City Clerk