

February 19, 2025 Board Meeting Minutes

In Attendance

- Ann Hanlon, Vice Chair, Perimeter CID
- Maggie Rosa, Past Chair, Atlanta Marriott Perimeter Center (online)
- Bill Grant, Treasurer, Bill Grant Homes
- Sharon Kilmartin, Crowne Plaza Ravinia
- Mariel Calello, Hapag-Lloyd
- Justin Campbell, Assembly Atlanta
- Stephanie Cantwell, Lost in Adventure Travel
- Jasmine Shah, IDEA! Event & Style
- Lauren Sok, Functionize Health & Physical Therapy
- La Vonja De Yampert-Wynn, Hampton Inn & Suites Hotel
- Ray Ezelle, Discover Dunwoody
- Mike (MJ) Jackson, Discover Dunwoody
- Mark Galvin, Discover Dunwoody
- And guests

Presentations

GA CVB and GHLA Update - Amanda Thornton-Dyson and Chris Hardman

- Tax allocation breakdown:
 - Tourism Convention & Trade (3.5%) **Restrictive** Funds to the DMO
 - Non-Restricted Funds (3%) to the City
 - Tourism Product Development (1.5%) **Restricted** to the city
 - TPD funds could be used for TCT
 - TCT Funds can only be used for TCT
- These allocations are controlled by Georgia Law
- Michael Starling presented history of Dunwoody occupancy tax
- Clarified legal distinction between DMO and CVB
- Discussed DMO funding restrictions and limitations
- Legislative session update provided by Chris Hardman

Mayor Lynn Deutsch, City of Dunwoody

- Expressed strong support for Discover Dunwoody's effectiveness
- Updated on city initiatives supporting hospitality industry
- Noted planned conversion of commercial office buildings to residential

Adam Forrand, CEO of Greater Perimeter Chamber

- Introduced unified chamber structure
- Outlined business resource connections and support
- Announced State of the City of Dunwoody event on March 18

Business Meeting

Administrative Items

- Meeting called to order by Vice-Chair Ann Hanlon
- December meeting minutes approved (Motion: Bill Grant, Second: Sharon Kilmartin)
- Treasurer Bill Grant reported positive financial position

Operations Update

- Sharon Kilmartin reported strong destination performance despite missing 2024 Revenue; Sharon mentioned Dunwoody Success compared to her hotels in other destinations including another Metro Atlanta Submarket
- Ray Ezelle reviewed:
 - 2024 tax revenue and investment performance
 - Restricted funds status
 - 2024 occupancy numbers
 - January metrics: room nights up 6.5% year-over-year
- Justin Campbell reported five active productions on site
- Marketing update: new website rollout, Administrative Professionals Day focus
- Board vacancies: two openings, potential candidate from Edens suggested

Committee Launches

Committees to meet monthly before board meetings:

1. Community Engagement Committee
 - Trolley initiative
 - Other Community Engagements
2. FIFA World Cup Committee
 - Focus on FIFA Club World Cup 2025
 - Strategy for attracting visitors to Dunwoody
 - Discussion of 2026 FIFA World Cup opportunities
 - Partnership with Consulates

3. Governance & Finance Committee

Discussion Items

- Proposal to expand FIFA committee to general sports committee (covering All Star game and Super Bowl)
- Property Updates:
 - State Farm building removed from market
 - New residential development planned next to Hyatt in Brookhaven
 - 56 Perimeter Center East scheduled for demolition and residential development
- Future meeting time discussion

Meeting adjourned (Motion: Ann Hanlon, Second: Sharon Kilmartin)