



Board Meeting
Discover Dunwoody Board Room
November 30, 2022
10:00 a.m. – 12:00 p.m.

Members Present: Charlie Augello, Sharon Kilmartin, Bill Grant, David Toolan, Zoe Franciscus, La Vonja De Yampert-Wynn, Maggie Rosa, David Silver, Stephanie Cantwell

Others Present: Ray Ezelle, Mike Jackson, Mark Galvin, Madison Holz

Meeting called to order at 10:01a.m. by Charlie Augello

Approval of Minutes

- Upon motion duly made, seconded and unanimously approved, the Minutes of the September 14th Meeting, attached as Exhibit A) were approved.

Treasurer Report

- Bill Grant reviewed finances and the state of reserve funds
 - \$92,809.19 in Checking
 - \$284,110.44 in Money Market
 - \$258,873.81 in 1st CD
 - \$81,146.30 in 2nd CD
 - \$500,000 in process of being moved from MM to Treasury Bill for more yield
 - Expected 2022 Total Tax Revenue: \$2,055,560
 - Expected 2022 Expenditures: \$1,727,668

2022 Highlights

- Increased Occupancy by 2.1 points even with additional 103,096 room supply
- YTD (thru Oct)
 - Occupancy 60% vs 57.9% in 2019
 - Rooms sold increased by 73,155 vs 2019 YTD
 - Room revenue increased by \$4,106,843 vs 2019 YTD
 - Weekend occupancy increased by 18.0 points vs 2019 YTD
 - Increased room sold every night but Mondays (-110) vs 2019 YTD
 - Increased occupancy Index vs competitors vs 2019 YTD
 - Perimeter Center Hotels (includes Dunwoody)

- Increased Rm Revenue Index vs competitors vs 2019
 - Perimeter Center Hotels + 4.92

Demand 360 Group Data as of 11.20.22

- 2022 Group RN's of 80,822 vs 78,085 Final Group Rns' in 2019
- 2022 Group RN's at Perimeter Area Hotels vs 2019 (-24,626)
- 2022 Group RNS at Area Meeting Hotels vs 2019 (-36,217)
- 2023 Group Rooms committed thru Nov of 2023
 - Discover Dunwoody 53% of 2019 Final Group RN's contracted
 - Perimeter Area Hotels 35% of 2019 Final Group
 - Area Meeting Hotels comp Rns contracted set: 45% of 2019 Final Group RN's contracted

Discover Dunwoody Team Report – Ray Ezelle, Mark Galvin, Mike Jackson

2022 Sales Team Accomplishments

- 38% increase in Business to Dunwoody vs 2021
- 32 definite bookings in 2022
- Incentive programs
- Hosted receptions
- CSR event
- Sherm event
- Sponsored MPI and more
- Developed and implemented film strategy
 - Partnership w/ Third rail studio
 - Georgia film housing expert
 - Introduced hotel partners to season veteran working w/ hotels in the film industry
- Increased viability w/ Georgia based 3rd party planners
- Strengthen partnership w/ industry partners (MPI, GSAE, SGMP, SHRM, TAG, PCMA)

2022 Marketing update

- Successful strategy increased social media engagement
- Facebook reach increased 7.6% to 64,337
- Facebook page visits increased 56.9% to 1,111
- Instagram reach increased 273.9% to 28,671
- Instagram profile visits increased 129.4% to 3,117
- Instagram followers increased by 179.7%
- LinkedIn page views increased 23.1%

- LinkedIn comments increased 231.3%
- LinkedIn: 201589 organic impressions
- Developed film tourism advertising strategy
 - 12min set to bed
- Launched Dunwoody Perimeter Marketing Alliance w/ Terri Polk
- Launched Discover Dunwoody Studio
- Increased quality of ads and assets including animated logo for Discover Dunwoody
- Increased oversight and expectations of public relations agency
- Launched new local and regional advertising initiatives
- Implemented focused strategy on Digital media
- Shifting SEM/PPC to Cox Media Group from Simple View
- Implementing various Georgia Based Digital opportunity thru Cox
- Website redesign, customized email campaign

2023 Priorities

- Overall
 - Become the destination of choice for film business
 - Shift 5% of current Perimeter Area business to Dunwoody Hotel,
 - Increase groups by 5% at our hotels
 - increase visitor awareness of Dunwoody & our partners
 - strategic focus on each quarter
- Sales
 - increase room night book by 10,000 in 2023 vs now
 - increase the # of site visits of out of town customers in 2023
 - increase and track the film industry bookings in 2023
- Marketing
 - Target Atlanta competition, Geo-targeting
 - Target film w/ advertising, programming, events, etc.
 - Continue to grow valuable content (videos, blogs, email, etc.)

Presented 2023 Budget

- Revenue: \$2,251,115
 - 109.51% higher than 2022 Actual/Forecast
 - 125.44% higher than Original 2022 Budget
 - 122.29% higher than 2019 Actual Revenue
 - Based on 63.3% Occupancy & 140.96 ADR

- Expenditures: \$2,217,575
 - Personnel: \$683,919
 - 118% higher than 2022 Actual/Forecast
 - Included Increase in Directors Salaries (MJ & Mark)
 - Included COL increase for Rest of Team
 - Included Annual Bonus
 - Have also included the potential of New FT Employee
 - Evaluate after 1st Quarter
 - April Start date (based on economy)
 - Film/Destination Servicing/Etc.
 -
 - Operations: \$540,230
 - 147% higher than 2022 Actual/Forecast
 - 31% Budget for Local Events/Activities/Create Dunwoody Sponsorship for Brand Equity
 - 19% Budget for Office Rent
 - 32% Budget for Platforms
 - CRM, CMS, REPORTS, ETC
 - Included the potential of using an outside accounting firm
 -
 - Marketing: \$598,400
 - 112% higher than 2022 Actual/Forecast
 - 46% Budget Digital Advertising
 - 8% Budget Research
 - 9.5% Budget PR Contract
 - Exploring bringing PR in house
 - 11% Budget Print Ads
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 - Sales: \$395,200
 - 128% higher than 2022 Actual/Forecast
 - 25% Hosting Planners & Planner Events
 - 15% Budget for Sponsorships
 - 15% Budget for Incentives
 - 12% Budget Registration
- Board Approved the Budget and agreed to have it presented to the city

Board Update

- Presented change to bylaws to add additional Board Member
 - 100% Yes Vote
- Ann Hanlon (Perimeter CID) was nominated by Bill Grant and seconded)
 - 100% Yes Vote

ADJOURNED at 12:10 PM