

**Discover Dunwoody Board of Directors  
Meeting Minutes  
December 2, 2021  
Discover Dunwoody Office  
301 Perimeter Center North, Suite 200  
Dunwoody, GA 30346**

Members Present: Charlie Augello, Bill Baker, Sharon Kilmartin, Catherine Lautenbacher, David Toolan, Bill Grant, Doug McKendrick. and Zoe Franciscus.

Others Present: Ray Ezelle, Jennifer Rao, and Kim Franz.

Meeting called to order at 10:00 a.m.

**Approval of Minutes**

- Upon motion duly made, seconded and unanimously approved, the Minutes of the June 2021 Meeting (attached as Exhibit A) were approved.
- Upon motion duly made, seconded and unanimously approved, the Minutes of the Special Meeting Approving the Hiring of Ray Ezelle on August 23, 2021 (attached as Exhibit B) were approved.

**2021/2021 Board Membership**

- Three Discover Dunwoody Board seats are currently open - Hotel 2, Hotel 3, and District 2. Two have terms ending on 12/31/21 - At-Large 3 and Restaurant/Retail 2. Seat At-Large 1 requested term end of 12/31/21.
- Nominating Committee consisting of Charlie Augello, Zoe Fransiscus, and Sharon Kilmartin was formed and tasked with development of slate of new board candidates. Possible names were suggested for contact.
- Bill Grant (At-Large 1) was requested to serve remaining year (until Dec 2022) and Bill Baker (At-Large 3) was requested to serve a third term.
- Bylaws regarding nomination process were reviewed. Nominating Committee will present slate of candidates for vote in January 2022.

**2021 Financial Review**

- Review of spending for 2021 and revenue numbers. Grant funds and increased revenue coupled with conservative budget will result in budget surplus for the year. Estimated revenue for 2021 - \$1.55M.

**Treasurer Report**

- Bill Baker reviewed 2021 finances and state of reserve funds.

**2021 Discover Dunwoody Team Highlights**

- Sales team had 2 FAM tours and 3 incentive events in 2021.

- Marketing had 129 PR placements with 112,851,673 impressions with PR value of \$1M. Holiday Haven Campaign has generated 60+ leads as of 12/2. Won Silver Magellan award for 2020 Everything Will Be OK.
- Operations switched HR providers to PEO Company, Insperity, resulting in savings for organization of \$3k per month.

#### **Non-Budget Approval Items**

- Upon motion duly made, seconded and unanimously approved position change for Jennifer Rao from hourly to salaried employee to reflect new duties was approved.
- Vote on Quarterly Bonus Plan was tabled until next meeting to allow opportunity to present further documentation and details regarding payout structure.

#### **2022 Discover Dunwoody Team Priorities**

- Sales Team to be more focused on local engagement strategy/Georgia based planners.
- Marketing Team to focus on website redesign, updating of tools and resources, and SEO/SEM strategy.
- Operations Team to focus on creation of processes for accounts payable and community engagement.

#### **2022 Discover Dunwoody Budget**

- Upon motion duly made, seconded and unanimously approved the 2022 Budget was approved.

#### **Open Floor Discussion Items**

- Create Dunwoody - Discussion of proposal by Michael Starling from Economic Development for Discover Dunwoody to support creation of new organization, Create Dunwoody, with funding of \$175k over 5 years. Vote on funding/support tabled until viability of Create Dunwoody organization plan is clear.
- Director of Sales – Discussion of hiring timeline for DOS position vacated by Steven Schumacher. Position posted on website and LinkedIn (as requested by Board).

Meeting called to adjourn at 12:20 p.m. by Chair, Charlie Augello.

**EXHIBIT A:**  
**Discover Dunwoody Board of Directors**  
**Meeting Minutes**  
**June 15, 2021**  
**Embassy Suites Perimeter Center**  
**1030 Crown Pointe Parkway**  
**Dunwoody, GA 30338**

Members Present: Charlie Augello, Bill Baker, Sharon Kilmartin, Alicia Wiley, Catherine Lautenbacher, Cher Breslin, David Toolan, Bill Grant, and Doug McKendrick. Denise Gaines and Zoe Franciscus via Teams.

Others Present: Steven Schumacher, Jennifer Rao, and Brooks Binder.

Meeting called to order at 10:11 a.m.

**Approval of Minutes**

- Upon motion duly made, seconded and unanimously approved, the Minutes of the February 2020 Meeting (attached as Exhibit A) were approved.

**Board Update**

- Alicia Wiley provided update on Executive Director search. Four candidates narrowed to three. Final recommendation to be provided to the Board for vote upon completion of search.
- Denise Gaines reported on setup of Marketing Committee. Suggested input from all hotels and scheduling of a joint strategy session.

**City of Dunwoody Update**

- Bill Baker gave report regarding status of Perimeter Mall. Discussed new mural at MARTA station.
- Steven Schumacher discussed status of Wayfinding project. Also discussed impact of Short Term Rental Tax, which should be minimal due to Dunwoody ordinance regarding short term rentals.

**Discover Dunwoody Team Report – Steven Schumacher and Jennifer Rao**

- Marketing Team update:
  - Consider It Dunwoody campaign
  - Upcoming media visits
  - Recent event photography
  - Butterflies and Brews Event – 8/20/21
  - Your Holiday Haven / other upcoming events
- Sales Team update:
  - STR report review

- Request by Alicia Wiley to add compset to STR report spreadsheet
- Operations Team update:
  - Update on financials – presentation of General Ledger for 2021 YTD
  - Review of 2021 Budget YTD

**Open Floor Discussion**

- Bill Baker called for break at 11:27. Adjourned for break and resumed meeting at 11:35.
- Bill Grant and Alicia Wiley request reforecast of 2021 budget due to increased revenue.
- Discussion of status of Strategic Plan.

Meeting called to adjourn at 11:39 p.m. by Chair, Charlie Augello.

**EXHIBIT B:**  
**Discover Dunwoody Board of Directors**  
**Meeting Minutes**  
**August 23, 2021**  
**Discover Dunwoody Office / Zoom**  
**301 Perimeter Center North, Suite 200**  
**Dunwoody, GA 30346**

Members Present: Charlie Augello (in person), Sharon Kilmartin, Alicia Wiley, Catherine Lautenbacher, Cher Breslin, Denise Gaines. David Toolan and Zoe Franciscus via Zoom.

Others Present: Jennifer Rao and Brooks Binder.

Meeting called to order at 11:00 a.m.

**Call to Order / Determination of Quorum**

- Meeting of the Discover Dunwoody Board was held in person at the offices of Discover Dunwoody concurrently with a live online meeting via Zoom. Charlie Augello chaired the meeting. A quorum was established.
- Meeting was called to order at 11:00 a.m.

**Presentation of Candidate for Executive Director Position**

- Ray Ezelle was presented as the recommended candidate for the Executive Director position by the Executive Search Committee.
- Motion to vote on approval for Ray Ezelle for the position of Executive Director of Discover Dunwoody was made by David Toolan. This motion was seconded by Cher Breslin.
- The Board voted unanimously to approve Ray Ezelle for the position of Executive Director of Discover Dunwoody with his employment to begin 08/23/2021.

**Introduction by Ray Ezelle**

- Ray Ezelle introduced himself and expressed his appreciation to the Board.

**Adjournment**

- A motion was made by David Toolan to adjourn the meeting. This motion was seconded and passed unanimously. Meeting was adjourned at 11:04 a.m.