

**Discover Dunwoody Board of Directors
Meeting Minutes
September 20, 2023**

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

Others Present: Ray Ezelle, Michael Starling, Mark Galvin, and Guest Speakers.

Introduction of Speakers:

- ☐ UrbanTran North America
 - Ashley Jaber
 - Katie Marticke
 - Discussed the Data from the PCID Survey (Pros and Cons)
 - Spoke about the strengths of the Perimeter and PCID
 - Introduced the new brand for Perimeter and went through the Brand Presentation and future Marketing Options and key milestones.
 - Had a Q & A Session
- ☐ City of Dunwoody
 - Joe Seconder and Tom Lambert – Council Members
 - Shared info about the \$6M Bond Referendum for parks, green space and trails
 - 9 Projects paired down from 100
 - Went in detail about the primary projects.
 - Address the importance of the bond for community improvement.
- ☐ Dunwoody Economic Development
 - Michael Starling
 - Discussed the progress and update regarding the Gateway Signage Program
 - Locations, Size, timetable
 - Also discussed the Wayfinding Project
 - Then updated on the Office Market Challenges in the Perimeter and the challenges of Hybrid workforce and our older buildings.
- ☐ Create Dunwoody
 - Jennifer Long
 - Updated on new brand and logo and philosophy.
 - Updated on the Diwali Event for November 3rd
 - Target Audience
 - Opportunities
 - Also updated us on the Art and Sound Programs.

Meeting called to order at 11:53 a.m.

Approval of Minutes

- ☐ Upon motion duly made, seconded, and unanimously approved, the Minutes of the June 2023 Board Meetings provided to the Board.

Treasurer Report

- Bill Grant reviewed YTD finances and the state of Discover Dunwoody reserve funds.
- Discussed the improvement of the Accounting Processes as it relates to the City and our processes. The City Finance Department met with DD to discuss updated accounting codes for the 2024 Budget Year.

Discover Dunwoody Team Report – Ray Ezelle & Mark Galvin

- Great Success regarding our Key Performance Indicators included in the PDF sent to the board before the meeting.
- Current STR report
- YTD Revenues
- Occupancy forecast
- Etc
- Asked if anyone had any questions or comments.
- Ray updated every one of the Dunwoody Marta Advisory Group
 - Included current and future marketing projects.

Change to Bylaw motion introduced to add 3 additional board members!

- 2 Large Corporation Representatives
- 1 Entertainment Representatives.
- Motion duly made, seconded, and unanimously approved.
- Then, some potential board members were discussed.
- Zoe and Cher term will expire at end of 2023 and asked to roll off
- Existing Board Members who term was expiring agreed to serve another term

Next Board Meeting is scheduled for November 16 where budget will be presented.

With no items brought up for discussion during Open Floor the meeting was called to adjourn at 12:11 p.m. by Chair, Sharon Kilmartin, and Seconded.