

Discover Dunwoody Board Meeting Minutes
May 16, 2024

Board Members Present: Maggie Rosa, Sharon Kilmartin, Bill Grant, David Toolan, David Abes, Lavonia Wynn, Stephanie Cantwell, Justin Cambell, Lauren Sok, Jasmine Shah
Other Present: Ray Ezelle, Mark Galvin, Mike Jackson, Madison Holtz

Priscilla Wells with Ark Coffeehaus provided breakfast items, coffee, and tea to the board. She developed a custom Discover Dunwoody Tea Bag with our logo and shared information about Ark Coffeehaus.

- The meeting was called to Order at 10:48 by Maggie
- Maggie asked if everyone had received a copy of the previous board meeting minutes. She asked for a motion to be approved, which was seconded, and the minutes were approved.
- Bill Grant reviewed the financials as of 3.31.2024, including our current account balance and reserved funds.
- Ray reviewed the first quarter results, which included the financial's bottom line, various industry metrics, and our Key Performance Indicators, such as Growth YOY in Occupancy, RevPAR, Rooms Sold, and Room Revenue.
- Sharon's Remarks:
 - The first quarter was great; it's the transient vs growth component.
 - Asked about meeting space sq. ft. compared to other markets.
- MJ reviewed 1Q sales highlights, including sponsorships, tradeshow, and other industry partnerships that drove additional room nights to our market.
- Mark reviewed marketing highlights which included Website visits: 10,000 visitors two years ago, now 50,000. Brand awareness, social analytics, influencers 441,000 reach in Q1 and shared the success and challenges of the Trolley tours

At 11:15, we opened the floor to a Brainstorming Session.

- Educating Residents about Discover Dunwoody
 - Local Advertising, Local Sponsorships were discussed
 - Opportunities: Open Trolley Tour up to residence and increase hotel participation.
 - Create Dunwoody: Mark is on the board and updated; discussed Dunwoody Events and Activations, especially those currently that exist (Village, Art Fest, Farmers Market, Lemonade.

- Goals is to build the Dunwoody Brand and increase visitation, especially to Perimeter
- How can we get more room nights at our hotels from these local events
- How can we get more covers at our restaurants, especially during lunch
- The more people in the perimeter, the more opportunities to increase Business Travel opportunities.
- Several ideas were discussed.
- Align our strategic plan with PCID, Chamber a & Econ Development
 - Create Dunwoody
 - Michael Starling has an open invitation to attend the board meeting
 - Ann Hanlon (PCID) is on the DD Board
- MARTA
 - Concerns were brought up regarding our MARTA Dunwoody Station
 - Arrival Experience
 - Directional
 - We discussed, and it would be determined that Discover Dunwoody should explore
 - Station Sponsorship
 - Fund to help Improve Station
 - The board asked DD to provide an update at the next meeting.
 - Marketing Ideas were discussed
 - Rebates and Incentives
 - Running Maps for Visitors
 - Showcasing ALL of Dunwoody and its Accessibility, Walkability, and Entertainment Options.
 - The board was updated on Highstreet and the marketing plan going forward
- The meeting was Adjourned at 12:09 due to time limitations.