

Discover Dunwoody Board Meeting Minutes

Date: August 15, 2024

Attendance

Board Members Present:

- David Toolan
- Jasmine Shaw
- Bill Grant
- David Silver
- Maggie Rosa
- Sharon Kilmartin
- Charlie Augello
- La Vonja De Yampert-Wynn,
- Justin Campbell
- Lauren Sok

Others Present:

- Ray Ezelle
- Mike Jackson
- Mark Galvin
- Treasure Wilson
- Madison Holtz
- Emily Ensor Gibson
- Ashley Rossolillo

Meeting Details

- Meeting called to order by Maggie Rosa
- Previous meeting minutes approved by Bill Grant, seconded by Charlie
- Breakfast provided by Ark Coffeehaus

Treasurer's Report

Presented by Bill Grant

Mid-Year Performance Review

Hotel Market Analysis

- Noted occupancy and ADR challenges across Atlanta sub-markets
- Highlighted Roswell sub-market's performance (67% luxury/upper upscale rooms)
- Reviewed STAR Report data for hotel performance analysis
- Emphasized continued focus on RevPAR

Group Bookings and Forecasting

- Identified concerns regarding lower than expected October group bookings
- Discussed forecast adjustments and potential incentive programs
- Reviewed performance metrics:
 - US Performance
 - Atlanta Performance
 - Discover Dunwoody Performance

Second Half of 2024 Forecast

Sales Highlights

Partnerships and Relationship Building

- Emphasized the importance of destination awareness
- Established partnership with Atlanta Convention & Visitors Bureau for lead generation
- Focus on small meeting business development

Incentive Programs

- Reviewed new incentive and rebate programs
- Introduced new Snap Animations incentive program

Sales Strategies

- Developed aggressive approach to compete with larger cities
- Targeting "mini" conventions market
- Adjusting forecasts to boost group business

Marketing Highlights

Digital Performance

- Website visits: 351% year-over-year growth
- SEO impressions: 5.7 million
- Social media click-through rate: 700% increase
- Implementation of AI for content optimization

Advertising Initiatives

- Print advertising opportunities:
 - Atlanta Business Journal
 - AJC
 - Dunwoody Crier
- Considering expansion into lifestyle publications (e.g., Garden & Gun)
- Discussed regular mailer campaign for older residents

Community Engagement

- Conducted familiarization and trolley tours
- Enhanced local education initiatives for residents, businesses, and hotel staff
- Strengthened partnership with Atlanta Convention & Visitors Bureau

Updates

- Assembly Atlanta
- Edge City
- New General Managers
- Marta Advisory Board
- Campus 244
- High Street

-Mission and Vision

-Brainstorming

-Open Floor

- Old Business
- New Business

The meeting was adjourned by Maggie Rosa

Next Meeting: **November 14th**