

## **Discover Dunwoody Board Meeting Minutes November 16, 2023**

Board Members Present: Sharon Kilmartin, Maggie Rosa (Virtual), Bill Grant, Charlie Augello, David Toolan, David Silver, David Abes, Lavonia Wynn, Stephanie Cantwell, Ann Hanlon

Others Present: Ray Ezelle, Mike Jackson, Mark Galvin, Madison Holtz, Michael Starling, Beth Talbert, Kelsey Moore, Michael Starling, Rosemary Watts

### *10:05 AM Introduction of Guest*

- Ray introduces speakers from NBC Universal Green Screen Entertainment Coalition, Beth Talbert & Kelsey Moore.
- Beth talks about NBCU's initiatives at Assembly, including a lighting and grip department, the first costume department in GA, a transportation department, a sign shop, a paint shop, an expendable store, and Universal Production Services.
- Universal Production Services details: 46 acres, nine sound stages, The Jewel Box (16,000 sq ft - 30,000 sq ft).
- Q&A with Beth:
  - Ray: What percentage of sound stages are occupied at a time?
  - Treasure: What do you offer for events?
  - Beth: 6-12 months can be short term; on average, 200-250 people work on production; GA dominates production with tax credits.
  
- Kelsey Moore speaks about the economic impact of the GA film tax incentive.
- Overview of the GA film industry from 1973 to 2008.
- Explained the film tax incentive, audit process, transferability, and competitive landscape.
- Q&A with Kelsey:
  - Sharon: Which US markets do we compete against?
  - • Kelsey: Transferable; New York's 40% tax incentive; GA focuses on remaining competitive.
- Economic Impact Study:
  - Growth in studio and sound stages from 2012-2022.
  - The economic impact of film tax: \$8.55 billion.
  - ROI: Every \$1 in film tax generates \$6.30 in economic impact.
  - Local impact, studio construction benefits, total tax revenue, film tourism, production spending, and wider strategic impacts were discussed.

### *Board Meeting Called to Order by Sharon Kilmartin 10:50 AM*

- Discover Dunwoody Board Minutes.
- Ray discusses lodging tax distribution.
- Board meeting minutes approved.

### *Treasurer Report*

- *Bill Grant shared Financial Information to the Board*
- *Strong Revenue and Strategic Strategy for the Reserve*

### YTD Highlights

- Ray discusses the year-to-date statement of revenue & expenses through 9.30.23.
- Review of 2023 year-to-date results.
- Discussed occupancy rates, marketing strategies, and performance compared to 2019.
- Sharon highlights Dunwoody's growth in various markets.
- Sharon discusses occupancy rates and strategies.
- October results and Dunwoody's ranking in Georgia are reviewed.
- David inquiries about strategies for success.
- Mike emphasizes awareness and marketing efforts.
- Ray discusses group bookings and sales strategies.
- Sharon highlights the importance of customer relationships and market competitiveness.
- Various strategies and successes are discussed, including digital marketing and community engagement.
- Plans for future initiatives and events are mentioned.
- Ray discusses Dunwoody hotel room nights and historical data.
- Discussion on definite bookings, community engagement, and upcoming initiatives.
- Mike provides updates on sales and bookings.
- Mark provides updates on Marketing.
- Funwoody.com introduced.
- Sharon suggests annual rediscovery events.
- Ray mentions website updates and community partnerships.
- Non-profit collaborations are considered for future quarters.

### Budget Discussion Starts

- Ray and the Team present the 2024 Budget.
- Board Members asked questions about various aspects of the Budget.
  - (Revenue and Expenses)
- Quorum was confirmed to be present.
- Sharon asked for a motion to approve the 2024 budget.
- Motion made and seconded.
- The budget was approved by 100% of the vote.

### Open Floor

No Executive Session Called

Meeting Adjourned at 12:07 P.M.