



Board Meeting
Discover Dunwoody Board Room
March 1, 2023
10:30 a.m. – 12:00 p.m.

Members Present: Maggie Rosa, Charlie Augello, Bill Grant, David Toolan, Zoe Franciscus (virtual), La Vonja De Yampert-Wynn, David Silver, Stephanie Cantwell, Ann Hanlon

Others Present: Ray Ezelle, Mike Jackson, Mark Galvin, Terri Polk, Jennifer Long, Chris Hardman, Michael Starling

Meeting called to order at 10:31 a.m. by Maggie Rosa

UPDATES

- **Create Dunwoody**
 - Terri Polk – Create Dunwoody Board Chair introduced Jennifer Long as the first Executive Director for the Organization. Jennifer shared about her background and excitement to launch this new Alliance. Jennifer mentioned she wanted to listen to as many people as possible and her first priority was to develop a 3-year strategic plan.

- **Georgia Hotel & Lodging Association**
 - Chris Hardman was introduced as the Director of Governmental Affairs and Membership. Chris shared some of the bills that GHLA are working to get through the legislature and how they affect DMOs, Hotels and Restaurants.

- **City of Dunwoody Economic Development**
 - Michael Starling was introduced and gave the following up
 - High Street will finish Phase one in spring of 2024.
 - They will immediately begin phase two.
 - The city has begun phase two of the green light wrapping project.
 - The mission is to do 10.
 - The artists are from Dunwoody High School.
 - They are working on a mural for the Womack Rd. intersection. Budget is \$60,000.
 - We continue to see fewer people and offices.
 - The old LIDL Location has a lease held by Sprouts. They plan on redeveloping the space.
 - Edge City continues to move forward. Michael wants to return to discuss it.

- **Perimeter CID**

- Ann Hanlon was welcomed to the Board and gave the following updates.
 - In March, the diverging diamond at Abernathy will start to be installed.
 - The PCID is working on rebranding the perimeter market.
 - The budget is \$500,000.
 - Their focus is the perception of our space.
 - They have hired visual space out of New York.
 - Their focus is to redeploy and create a new video.
 - There are two new projects they're working on.
 - The trail plot project in front of the mall will connect to Brookhaven.
 - Working on the intersection at Joey D's
 - They too are working on a mural.
 - This one is on the edge of the parking lot to Marta.
 - They had a budget of \$150,000 and had thousands of entries.
 - A discussion was had about promoting Marta access in Dunwoody.
 - A discussion was had about homelessness in our area and how to best address.
 - It was determined that the Police Department is best trained to handle the homeless in our area.
 - The police know how to connect. The homeless to the DeKalb supporting services.
 - Bill Grant added:
 - Bill Grant highlighted that we need to make sure we continue to talk to Dunwoody Residents
 - We need to continue to grow business tourism.
 - We need more multifamily homes in Dunwoody.

- **Perimeter Mall**

- David Silver gave an update of things happening at Perimeter Mall
 - Perimeter Mall holiday report.
 - The mall had 76,000 people on Black Friday visit the mall. They beat Lenox and Avalon.
 - Buffalo Wild Wings is on target to opening soon. This is a new concept for them.
 - Doc B's. Will be the next new restaurant at the mall.
 - A groundbreaking will be held for the new trail around the mall on March the 14th.
 - Perimeter Mall \$2 oh will have an April deep dive meeting.
 - "26 Thai" is a new restaurant on the front of the mall, and he recommends we all give it a try.

Approval of Minutes

- Upon motion duly made, seconded and unanimously approved, the Minutes of the November 30 Board Meeting, attached as Exhibit A) were approved.

Treasurer Report

- Bill Grant reviewed finances and the state of reserve funds.

- \$1,153,587 in Reserve (Money Markets, CDs and Treasure Bills)
- We continue to work with the city to try to get our information in a timely manner.
 - January was faster but all hotels have not paid their lodging tax so revenues will be adjusted. .
- We have plenty of funds.

2022 HIGHLIGHTS – Ray Ezelle

- Reviewed the previous 5 years.
 - Dunwoody Hotels Room Nights
 - Dunwoody Hotels Room Revenue
 - Highlighted 2023 Budget and Forecast

Sales Strategy - Mike Jackson

- In 2022, we built hotel relationships.
- In 2023, we will find new business.
 - We are finding that our competitor is downtown Atlanta.
 - We see an expansion of our current business.
 - We know our competitive sets assets.
 - We will find new demand.
- Digital Sales marketing.
 - Cvent
 - MINT – DMO Tool
- Regional affiliations.
 - MPI.
 - ASAE.
 - PCMA.
- Engagement.
 - Increase face to face engagements.

Marketing Strategy – Mark Galvin

- Shift Share
- Content Creation
- Cox Next Strategy
 - Improved the Book Direct Strategy by 2500% in first 3 months vs Simpleview
- Local Advertising
- Bandwango
 - Increase Film Bookings
 - Drive Travelers/Locals & Non-Locals to Dunwoody

OPEN FLOOR (OLD -NEW BUSINESS)

- Ray Ezelle
 - Shared that we cancelled our contract with our PR firm, which will save US \$60,000. We plan on bringing PR in house and incorporating Destination Experience for Groups in House. We had been utilizing a PT Contract person who we plan on making full time.

ADJOURNED at 12:05 PM