



BOARD OF DIRECTORS AGENDA



DISCOVER-DUNWOODY

PERIMETER-MALL
NEIGHBORHOODS THE-CITY LOCAL
SUPPORT ABOVE-AND-BEYOND
AWARENESS
CAMPUS-244
RESIDENTS TROLLEY WEDDINGS
ASSEMBLY-ATLANTA
FRONT-LINE-EMPLOYEES
JETT-FERRY
BROOK-RUN
COMPANY
HANDSHAKE
FRIENDSHIP
RETAIL MEETINGS
ASHFORD-DUNWOODY
RESTAURANTS
HOTELS
KEY-STAKEHOLDERS
THE-VILLAGE
PERIMETER
COMMUNITY-OUTREACH

Board Vision

Make Dunwoody the premier destination in Metro Atlanta.



Drive economic development.

Convey the heart, soul and energy of Dunwoody.

Be the source of information.

Improve the quality of life of Dunwoody.



What is a DMO? Destination Marketing Organization

It is the same as a CVB = Convention & Visitors Bureau.

Promotes the development & marketing of a destination, focusing on convention/meeting sales and tourism marketing and services

Discover Dunwoody: 501(c)(6) non-profit that operates with an agreement from the city

Tourism is the first date of Economic Development



Who pays the bills?

TRAVELERS!



Visitors who stay in our hotels pay an 8% hotel tax.

Discover Dunwoody get 3.5% of that to market the destination.

City of Dunwoody gets 4.5% of the Hotel Motel Tax.

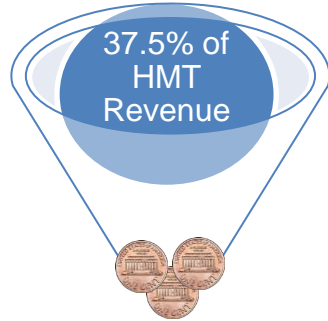


Where does the money go?

- We attend National, Regional and Local meetings, where we sell and market to market to Meeting Planners and Business Travel Buyers.
- We use a variety of resources (both internally and externally) to promote the promote the destination and our tourism assets and create awareness of awareness of Dunwoody.
- We advertise both digitally, print and on websites.
- We support local efforts to start/grow events that will attract more people to people to our destination.

O.C.G.A. § 48-13-51(b) – 8%

HMT= Hotel Motel Tax

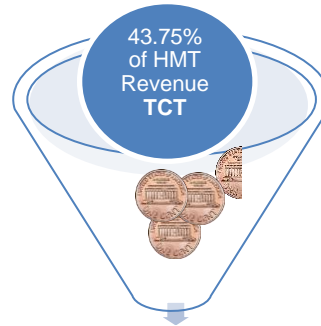


Non-Restricted

Proceeds can be used for any *legal* general fund purpose in the city, county, or consolidated government

CITY OF
DUNWOODY

3.0%

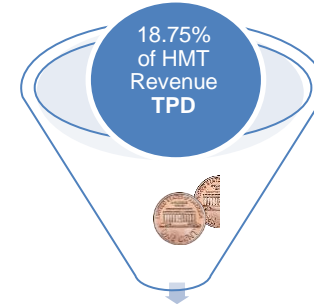


Restricted

In each fiscal year, at least 43.75% of the HMT revenue must be used for TCT

DISCOVER
DUNWOODY

3.5%



Restricted

In each fiscal year, at least 18.75% of the HMT revenue must be used for TPD, Otherwise to be used for TCT

CITY OF
DUNWOODY

1.5%

BOARD MEETING DATES

3rd Wednesday in February, May, August & November

Discover Dunwoody

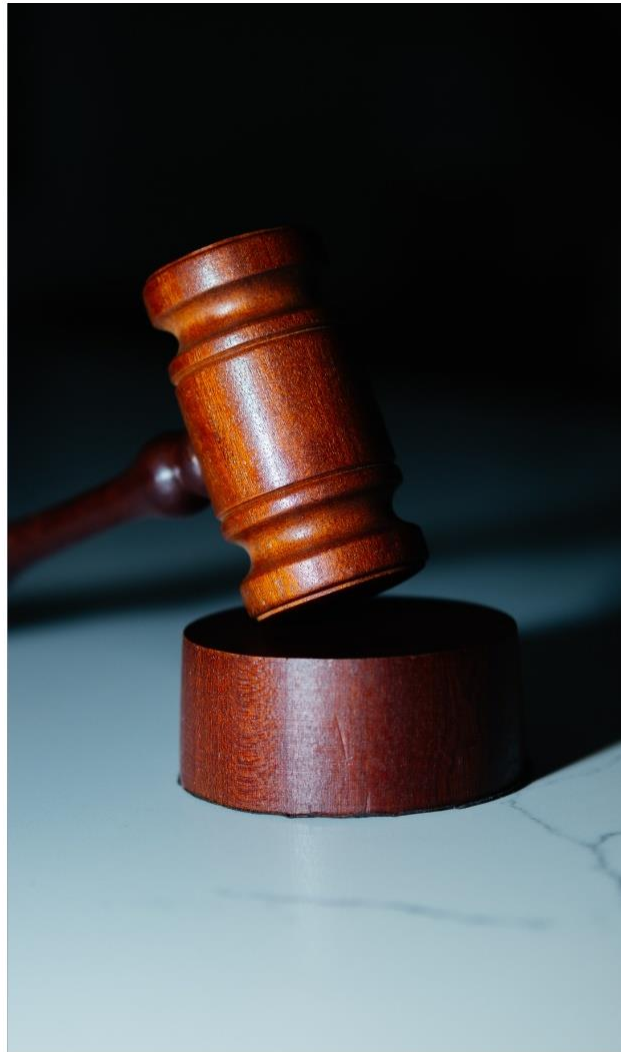
Times: TBD

BOARD MEETING AGENDA

- ☆ Guest Speakers
- ☆ Roll Call and Meeting Call to Order
- ☆ Present and Approve Previous Board Meeting Minutes
- ☆ Reports of Officers & Staff
 - ☆ Finance
 - ☆ Sales
 - ☆ Marketing
 - ☆ Community Development
- ☆ Old Business
- ☆ New Business
- ☆ Executive Session if Necessary
- ☆ Adjournment



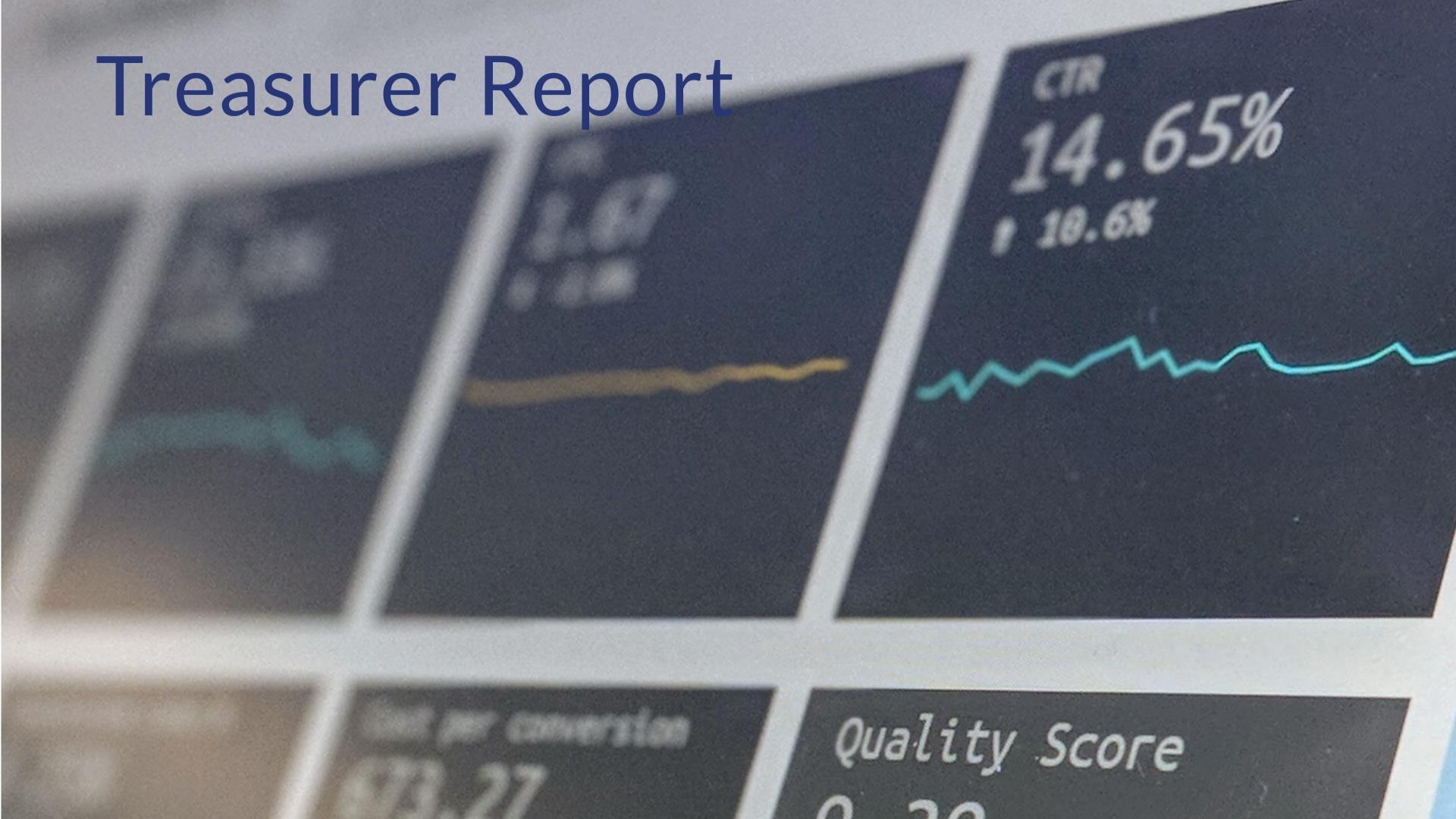
CALL
TO
ORDER



Meeting Minutes.



Treasurer Report



SALES STRATEGY

Objective 1: Boost Room Night Sales

Objective 2: Increase Market Share

Objective 3: Customer Retention

Objective 4: Listen to and know our Customer

Objective 5: Hyper Focused Customer Engagement



MARKETING

Ivin



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discover
Dunwoody™

Old Business?

New Business?



David Silver, Chair
 Restaurant/Retail 3 - 1/25 to 12/27
 General Manager
 Perimeter Mall
 Dunwoody, GA 30346
 Cell: 314-502-1350
David.Silver@bpretail.com

Ana Hanlon, Vice Chair
 PCID - 1/23 to 12/25
 Executive Director
 Perimeter CID
 Sandy Springs, GA 30328
 Cell: 404-805-2801
ahanlon@perimetercid.org

Bill Grant - Treasurer
 At-Large 1 - 1/24 to 12/26
 Bill Grant Homes
 1711-A Mt. Vernon Highway
 Dunwoody, GA 30338
 Cell - 404-293-4208
bill@billgrant.com

Maggie Rosa, Past Chair
 Hotel 3 - 1/25 to 12/26
 General Manager
 Atlanta Marriott Perimeter Center
 246 Perimeter Center Parkway
 Dunwoody, GA 30346
 Office - 770-698-6989
Maggie.Rosa@marriott.com

Sharon Kilmartin
 Hotel 1 - 1/24 to 12/26
 General Manager,
 Crowne Plaza Ravinia
 4355 Ashford Dunwoody Road
 Dunwoody, GA 30346
 Cell - 214-686-4833
Sharon.Kilmartin@ihg.com

Charlie Augello
 Restaurant/Retail 1 - 1/24 to 12/26
 Owner
 East 48th Street Market
 2462 Jeff Ferry Road
 Dunwoody, GA 30338
 Restaurant - 770-392-1499
italian@e48thstreetmarket.com

La Vonia De Yampert-Wynn
 Hotel 2 - 1/25 to 12/26
 General Manager
 Hampton Inn & Suites
 4564 Ashford Dunwoody Rd
 Dunwoody, GA 30346
 Office - 770-350-9995

2025 Board of Directors

David Toolan
 At-Large 2 - 1/24 to 12/26
 Deputy General Counsel
 CRH Americas, Inc.
 900 Ashwood Parkway, Suite 600
 Atlanta, GA 30338
 Office - 770-392-5368
 Cell - 404-216-8706
David.Toolan@na.crh.com

Stephanie Cantwell
 District 2 - 1/25 to 12/27
 Owner
 Lost in Adventure Travel
 Dunwoody, GA 30338
 Office - 404-946-8645
 Cell - 317-517-6725
stephanie@lostinadventuretravel.com

Jasmine Shah
 District 1 - 1/24 to 12/26
 Event Planner/Owner
 IDEA! Event + style
 Dunwoody, GA 30338
 Phone: 404-933-0511
jasmine@ideaeventstyle.com

Lauren Sok
 District 3 - 1/24 to 12/26
 Physical Therapist/Owner
 Functionize Health & Physical Therapy
 Dunwoody, GA 30338
 Cell: 404-907-4196
lauren@functionizehealth.com

Mariele Caillelo
 Corporate, 1 - 1/24 to 12/26
 SVP Human Resources
 Hapag-Lloyd
 3 Ravinia Drive, Suite 1600
 Atlanta, GA 30346
 Cell: 201-577-6812
Mariele.Caillelo@hlag.com

Justin Campbell
 Entertainment - 1/24 to 1/25
 Assembly Studios by Gray
 Atlanta, GA 30346
 Cell: 404-625-6867
Justin.Campbell@gray.tv

VACANT
 Restaurant/Retail 2 - 1/25 to 12/27

VACANT
 Corporate 2 - 1/25 to 12/27

Discover Dunwoody Board of Directors

EXECUTIVE SESSION

IF NECESSARY

ADJOURN



THANK YOU

2025 Board of Directors Meetings

February 19, 2025

May 21, 2025

August 20, 2025

November 19, 2025