

**CVBD Board of Directors
Meeting Minutes
January 24, 2019**

Members Present: Ricardo Gonzalo, Alicia Wiley, Bill Baker, Charlie Augello, Kathy Brandt, Catherine Lautenbacher, Bill Grant, Joe Fallis, Dave Toolan

Others Present: Katie Williams, Brooks Binder, Steven Schuacher, Kimberly Franz, Michael Starling

Meeting called to order at 11:40 a.m.

Minutes

- The Board reviewed minutes from the December 4, 2018 Board of Directors Meeting. Upon motion duly made and seconded, the minutes were unanimously passed.

Committee Reports:

Executive:

- Alicia Wiley reviewed the 2018 STR report and reported that rate grew by 4%, but RevPar dropped by 2.2%. Occupancy was down due to hotel renovations during the year.
- The hotels gave an update on the Superbowl forecast.

Personnel:

- Katie Williams reported that the Office Administrator is no longer with the organization. She is working with a temp agency to fill the position until it can be filled permanently.

Financials:

- The board reviewed the November financial statements; year-end statements will be available in March.
- Bill Baker reported that the organization's accounts have been consolidated to one bank. The Bank of North Georgia moneymarket account was closed and those funds were transferred to Piedmont Bank where the organization has a moneymarket account and a checking account.

City of Dunwoody Update:

Michael Starling, economic development director for the City of Dunwoody, reported that the City Council is expected to discuss bonding the hotel/motel tax at the Council retreat in February and he gave an update on developments in the market.

Director's Report:

Staff presented marketing and sales reports to the board which were sent prior to the meeting.

Strategic Plan:

- The Board voted to approve the 2019-2021 strategic plan. Upon motion duly made and seconded, the strategic plan was unanimously passed.
- The board discussed creating committees for the three pillars of the plan. If interested in serving on a committee, e-mail Katie Williams.
- The Board discussed the Wayfinding initiative. The CVB is going to take the lead on this project and request a meeting with City Staff to begin the conversation.

Old Buisness**New Business:**

- The board will meet again in March and May; Katie will be in touch with dates.

The meeting adjourned at 1:06 p.m.