

DRAFT
10-08-2020

**Discover Dunwoody Board of Directors
Meeting Minutes
January 30, 2020
Discover Dunwoody Headquarters
301 Perimeter Center North
Suite 200
Dunwoody, GA 30346**

Members Present: Alicia Wiley, Charlie Augello, Ryan Booker, Bill Baker, Bill Grant, Ricardo Gonzalo, Dave Toolan and Kathy Brandt

Others Present: Hon. Lynn Deutsch, Mayor of Dunwoody, Katie Williams, Brooks W. Binder, Melanie Watson, Michael Starling, Steven Schumacher, and Kim Franz

Meeting called to order at 11:38 a.m.

Approval of Minutes

- Upon motion duly made, seconded and unanimously approved, the Minutes of the October 24, 2019 Meeting (attached as Exhibit A) were approved.

Approval of 2020 Board Members and New Officers

- On behalf of the Nominating Committee, Katie Williams presented the proposed slate of 2020 Board Members and Officers (attached as Exhibit B)
- After discussion, upon motion duly made, seconded and unanimously approved, the 2020 Board Members and New Officers were approved.

Guest Reports

- The Hon. Lynn Deutsch, Mayor of Dunwoody, was welcomed to the Board Meeting.
- Michael Starling presented updates about office projects, hotel developments and other construction and leasing projects in Dunwoody.
- Mayor Duetsch, just 4 weeks into her first term as Mayor, spoke about the future direction of Dunwoody, including law enforcement, parks and recreation, and transportation issues.

Committee Reports:

Executive:

- Alicia Wiley reported on the STR report for the market and the Board engaged in discussion on expected developments in the hotel market for 2020.

Personnel:

- Katie Williams is leaving Discover Dunwoody to pursue a new opportunity in Athens, Georgia.

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- Alicia Wiley expressed the Board's great appreciation for Katie Williams' excellent leadership.

Financials:

- The draft 2019 financials and 2020 Budget were presented for review and the Board engaged in detailed discussion about the financials.

Director's Report:

- Kim Franz and Steven Schumacher presented marketing and sales reports to the Board, which the Board had reviewed sent prior to the meeting. During their presentations, the Board engaged in discussions with them and Katie Williams Questions about matters relevant to their presentations.

Strategic Plan:

- Katie Williams and Kim Franz led the Board in a discussion about key elements of the Strategic Plan.
- Katie Williams also provided the Board with an update on progress of the wayfinding project.

Annual Meeting Planning:

Katie Williams reported on progress with regard to planning of the annual meeting, which will likely be "rebranded" the Discover Dunwoody Tourism Talk 2020.

New Business:

- Bill Baker and Katie Williams led the Board in a discussion about internal controls and updating of current policies.

Meeting adjourned at 1:13 p.m. and the Board went into Executive Session to discuss personnel matters.

EXHIBIT A
Minutes of October 24, 2019 Board Meeting

CVBD Board of Directors
Meeting Minutes
October 24, 2019
Le Meridien Atlanta Perimeter Hotel

Members Present: Alicia Wiley, Charlie Augello, Bill Baker, Bill Grant, Sharon Kilmartin, Doug McKendrick, Catherine Lautenbacher, Ricardo Gonzalo, Dave Toolan

Others Present: Katie Williams, Brooks Binder, Melanie Watson, Michael Starling, Steven Schumacher, and Shannon Gray

Meeting called to order at 11:36 a.m.

Guest Reports

- Michael Starling presented updates about office projects and hotel developments in Perimeter Center.

Committee Reports:

Executive:

- Alicia Wiley reported on the STR report for the market and the Board engaged in discussion regarding 2020 occupancy projections and related matters.

Personnel:

- No updates.

Financials:

- The Q3 financials were presented for review.

Director's Report:

Staff presented marketing and sales reports to the Board. Summaries of the marketing and sales data discussed in the presentation had been provided to Board members prior to the meeting.

Strategic Plan:

Katie Williams presented the recommended designs for the gateway signs that were developed as part of the Dunwoody wayfinding signage project. She reported that TSW will work on pricing the signs with fabricators and the next step will be to work with City Staff to present the designs to City Council for approval.

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Old Business:

Katie Williams reported that the Annual Meeting is being planned in Q1 of 2020 and she presented Peter Kageyama as a recommendation for the keynote speaker. The board engaged in discussion about Peter and agreed that he would be a good speaker for the event.

New Business:

Office Lease:

- Katie Williams and Bill Baker presented plans for the new Discover Dunwoody office in Sterling Pointe. Upon review of the lease terms, the board voted unanimously to approve the lease agreement for a 7-year term in Suite 200 of Sterling Pointe.

Chamber Lease Termination Agreement:

- Katie Williams presented the Chamber Lease Termination Agreement, effective December 31, 2019. Upon review of the terms, the board voted unanimously to approve the agreement and terminate the sublease for the Dunwoody Perimeter Chamber.

2020 Business Plan:

- Katie Williams presented the goals and objectives of the 2020 Business Plan that was created by the staff and supported by the 2020 budget.

2020 Budget:

- Katie Williams presented the 2020 Budget. Upon review and discussion, the board unanimously agreed to approve the 2020 Budget as presented.

Meeting Adjourned at 1:15 p.m.

Following the Meeting, Shannon Gray of Gray Research Solutions presented an analysis of the recent visitor profile research conducted by GRS.

EXHIBIT B
2020 Board Members and Officers

2020 Board of Directors

Charlie Augello

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Ryan Booker

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Kathy Brandt

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Catherine Lautenbacher

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Doug McKendrick

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