

**Discover Dunwoody Board of Directors
Meeting Minutes
June 15, 2021
Embassy Suites Perimeter Center
1030 Crown Pointe Parkway
Dunwoody, GA 30338**

Members Present: Charlie Augello, Bill Baker, Sharon Kilmartin, Alicia Wiley, Catherine Lautenbacher, Cher Breslin, David Toolan, Bill Grant, and Doug McKendrick. Denise Gaines and Zoe Franciscus via Teams.

Others Present: Steven Schumacher, Jennifer Rao, and Brooks Binder.

Meeting called to order at 10:11 a.m.

Approval of Minutes

- Upon motion duly made, seconded and unanimously approved, the Minutes of the February 2020 Meeting (attached as Exhibit A) were approved.

Board Update

- Alicia Wiley provided update on Executive Director search. Four candidates narrowed to three. Final recommendation to be provided to the Board for vote upon completion of search.
- Denise Gaines reported on setup of Marketing Committee. Suggested input from all hotels and scheduling of a joint strategy session.

City of Dunwoody Update

- Bill Baker gave report regarding status of Perimeter Mall. Discussed new mural at MARTA station.
- Steven Schumacher discussed status of Wayfinding project. Also discussed impact of Short Term Rental Tax, which should be minimal due to Dunwoody ordinance regarding short term rentals.

Discover Dunwoody Team Report – Steven Schumacher and Jennifer Rao

- Marketing Team update:
 - Consider It Dunwoody campaign
 - Upcoming media visits
 - Recent event photography
 - Butterflies and Brews Event – 8/20/21
 - Your Holiday Haven / other upcoming events
- Sales Team update:
 - STR report review
 - Request by Alicia Wiley to add compset to STR report spreadsheet

- Operations Team update:
 - Update on financials – presentation of General Ledger for 2021 YTD
 - Review of 2021 Budget YTD

Open Floor Discussion

- Bill Baker called for break at 11:27. Adjourned for break and resumed meeting at 11:35.
- Bill Grant and Alicia Wiley request reforecast of 2021 budget due to increased revenue.
- Discussion of status of Strategic Plan.

Meeting called to adjourn at 11:39 p.m. by Chair, Charlie Augello.

EXHIBIT A:

**Discover Dunwoody Board of Directors
Meeting Minutes
February 23, 2021
Hyatt Place Atlanta / Perimeter Center
1232 Hammond Drive, NE
Dunwoody, GA 30346**

Members Present: Charlie Augello, Bill Baker, Sharon Kilmartin, Alicia Wiley, Catherine Lautenbacher, Cher Breslin, and Denise Gaines. David Toolan and Bill Grant via Teams.

Others Present: Steven Schumacher, Jennifer Rao, Brooks Binder and Michael Starling.

Meeting called to order at 10:36 a.m.

Approval of Minutes

- Upon motion duly made, seconded and unanimously approved, the Minutes of the December 2020 Meeting (attached as Exhibit A) were approved.
- Upon motion duly made, seconded and unanimously approved, the Minutes of the January 2021 Executive Committee Call (attached as Exhibit B) were approved.

DMAP Update & Presentation of DMAP Code of Ethics

- Jennifer Rao gave update on status of DMAP accreditation. Plan was on track for completion end of March 2021 / beginning April 2021.
- DMAP Code of Ethics was read and given to the Board Members for their signature.

2021 Board Update

- 2021 Board of Directors slate was introduced by Chair, Charlie Augello, and approved by unanimous vote.
- Steven Schumacher opened discussion regarding open and expiring Board seats.

City of Dunwoody Report – Michael Starling, Director of Economic Development

- Michael Starling gave update on various projects around the City of Dunwoody including plans to reorganize Target shopping center to add lawn space, update of Dunwoody Village, development of Dunwoody food hall, and possible addition of senior living development across from Perimeter Mall.
- Discussed spending of CARES Act funds.
- Went over current wayfinding proposal and placement of first signage.

Discover Dunwoody Team Report – Steven Schumacher and Jennifer Rao

- Marketing Team update:
 - Wake Up campaign

- Upcoming media visits
- Adrian Award for Everything Will Be OK
- CARES Act media campaign / Your Holiday Haven
- Shift to hotel / meetings focus for upcoming marketing efforts.
- Sales Team update:
 - Recap of previous FAM tour and update on upcoming FAM tour
 - STR report review
 - Increase in leads – 17 since Jan 1
 - Finalized 2021 Sponsorship / Incentive Plan
 - Partnership with Dunwoody Senior Baseball and Georgia Sports Commission
- Operations Team update:
 - Update on financials – presentation of General Ledger for 2021 YTD
 - Recap on 2020 final budget numbers
 - Review of 2021 Budget YTD

Open Floor Discussion

- Issue of attendance at meetings by Board Members discussed. Agreement to remind members of requirement made.
- Sharon Kilmartin made suggestion to create Marketing Committee to meet once a month to discuss hotel marketing plans. Denise Gaines nominated by Alicia Wiley to head committee.
- Plan for Kimberly Franz maternity leave discussed.

Meeting called to adjourn at 12:30 p.m. by Chair, Charlie Augello.

Exhibit A

**Discover Dunwoody Board of Directors
Meeting Minutes
December 15, 2020
Marriott Perimeter Center
246 Perimeter Center Parkway NE
Dunwoody, GA 30346**

Members Present: Charlie Augello, Bill Baker, Catherine Lautenbacher, Cher Breslin, Sharon Kilmartin, Denise Gaines, Zoe Franciscus, and David Toolan (via Teams)

Others Present: Steven Schumacher and Jennifer Rao.

Meeting called to order at 10:17 a.m.

Agenda Change

- Bill Baker made motion to amend agenda to include Treasurer Report. Motion seconded and unanimously approved.

Approval of Minutes

- Upon motion duly made, seconded and unanimously approved, the Minutes of the October 2020 Meeting (attached as Exhibit A) were approved.

Introduction of New Board Member and Discussion of 2021 Board Member Openings / Executive Committee Nominations

- Introduction of new Board Member, Zoe Franciscus, filling vacated City Council seat.
- Discussion regarding openings for Hotel Committee seats and process for nomination. Deadline for nominees set for Thursday, December 17th at 5 p.m. with vote to be on Tuesday, December 22nd.

Discover Dunwoody Team Report

- Steven Schumacher presented marketing update and discussed award of \$100k CARES Act for marketing activities.
- Recap of City Council meeting and final approval of 2021 budget.
- Steven Schumacher discussed COVID impact on sales, decrease in occupancy rates, and weekly STR report.
- Steven Schumacher and Jennifer Rao recapped impact of COVID on 2020 Budget and changes made to preserve reserve funds. Current reserve: \$637,951.

Treasurer's Report

- Bill Baker updated the Board regarding the current state of Discover Dunwoody finances, recapped 2020 Budget changes, and reviewed 2021 Budget.

Additional Discussion

- Discussion regarding attendance requirement for Board Members and if Board Members can be removed for nonattendance.
- Matter of Board Retreat / Strategic Planning Meeting brought up. Discussed planning for this later this year.
- Discussed TSW / Wayfinding activities paid for by Discover Dunwoody and report recently presented to City Council regarding various signage options.

Executive Session called by Alicia Wiley at 12:20 p.m.

Exhibit B

Discover Dunwoody Executive Committee Call Meeting Minutes January 19, 2021 Microsoft Teams Meeting

Members Present: Alicia Wiley, Charlie Augello, Bill Baker

Others Present: Steven Schumacher, Brooks W. Binder, and Jennifer Rao.

Meeting called to order at 12:02 p.m.

Open Hotel Seat – Discover Dunwoody Board

- Discussion regarding slate of candidates for open hotel seat on Board.

Forecast for 2021

- Steven Schumacher opened with estimate of 50-55k deposit for December 2020, saying it was to exceed previous estimate from earlier in the year.
- January 2021 anticipated to be 40-45k, approximately 10k over 2021 Budget number.

Staffing Discussion

- Alicia Wiley inquired as to status of Executive Director in 2021 budget. Executive Director not budgeted for 2021 due to revenue projections.
- Steven Schumacher discussed current work from home situation for staff and gave date of February 22nd for return to office.
- Request from EC for formal plan for Kim Franz maternity leave.

Discover Dunwoody Team Report

- Jennifer Rao discussed application for PPP.
- Steven Schumacher shared Sales & Marketing plan.
- Recap of CARES Act marketing / media campaigns. Four current flyers generating returns of 16-20%.
- Steven Schumacher discussed COVID impact on sales, decrease in occupancy rates, and weekly STR report.
- Steven Schumacher also reported 4x number of leads for January 2021 and set call for next week to finalize incentive plan.

Call ended at 1:05 p.m. Board Meeting scheduled for February 23, 2021.