



Board Meeting
Le Meridien Atlanta Perimeter – Grand Salon III
111 Perimeter Center West, Dunwoody GA 30346
June 14, 2022
11:30 a.m. – 5:00 p.m.

Members Present: Charlie Augello, Sharon Kilmartin, Cher Breslin, David Toolan, Bill Grant, Zoe Franciscus, La Vonja De Yampert-Wynn, and Maggie Rosa.

Others Present: Ray Ezelle, Mike Jackson, Mark Galvin, and Jennifer Rao.

Meeting called to order at 1:43 p.m.

Approval of Minutes

- Upon motion duly made, seconded and unanimously approved, the Minutes of the March 23rd Meeting, attached as Exhibit A) were approved.

Board Update

- The official announcement was made that Bill Grant had been appointed Treasurer, after Bill Baker's resignation from the Discover Dunwoody board. This appointment was voted on during the Emergency Committee call on April 20th (attached as Exhibit B).

Treasurer Report

- Bill Grant reviewed Q1/Q2 finances and the state of reserve funds.

Discover Dunwoody Team Report – Ray Ezelle, Mark Galvin, Mike Jackson, and Jennifer Rao

- Organizational update – Ray Ezelle
 - Current STR report
 - YTD Statement of Revenues
 - Occupancy forecast/fair share report
- Sales Team update – Mike Jackson
 - Current sales report
 - Get to Know Dunwoody calls
 - Current engagement events
 - Successes including TNBA event
- Marketing Team update – Mark Galvin
 - Introduction of Mark Galvin as new Director of Marketing
 - Update on SEM/SEO campaign
 - Update on website redesign
- Operations Team update – Jennifer Rao

- Partnership with Community Assistance Center (CAC) for Food Truck Thursdays
- Update on community partnership activities
- Update on recent City Council meeting activity

With no items brought up for discussion during Open Floor the meeting was then called to adjourn at 2:55 p.m. by Chair, Charlie Augello, for discussion of Strategic Plan.

EXHIBIT A:

**Discover Dunwoody Board of Directors
Meeting Minutes
March 23, 2022
Discover Dunwoody Board Room
301 Perimeter Center North, Suite 200
Dunwoody, GA 30346**

Members Present: Charlie Augello, Bill Baker, Sharon Kilmartin, David Abes, Cher Breslin, David Toolan, Bill Grant, Jim Riticher, Zoe Franciscus, La Vonja De Yampert-Wynn.

Others Present: Ray Ezelle, Jennifer Rao, Michael Starling, Kim Franz, and Mike Jackson.

Meeting called to order at 10:33 a.m.

Approval of Minutes

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

Board Update

- Due to the addition of multiple new Board Members, introductions were made.

Treasurer Report

- Bill Baker reviewed Q1 finances and state of reserve funds.

City of Dunwoody Update/Create Dunwoody

- Michael Starling discussed status of current building projects including Ashford Lanes and High Street. Said current office vacancy rate in market was 24%. Publix Shopping Center is moving forward with multi-use trail system and building a QT. Former Gold Kist property is undergoing renovation that will include the addition of an Element hotel.
- Michael Starling then requested Board vote on willingness to fund the new events/arts organization Create Dunwoody Alliance. Funding request from Discover Dunwoody was for \$35k per year for 5 years. Create Dunwoody Alliance would also receive funds from the City and the Development Authority.
- Vote was taken regarding willingness to provide funding upon motion made by Bill Grant and seconded by Sharon Kilmartin. Unanimous vote in favor.

Discover Dunwoody Team Report – Ray Ezelle, Kim Franz, Mike Jackson, and Jennifer Rao

- Organizational update – Ray Ezelle
 - Current STR report
 - YTD Statement of Revenues
 - Occupancy forecast
 - Kalibri Labs report
- Sales Team update:
 - New Sales Manager, Treasure Wilson, announcement
 - Get to Know Dunwoody calls
 - Current engagement events, including MPI and Travel Unity Summit

- Incentive program update
- Marketing Team update:
 - 2021 PR/Digital recap
 - Recent media visits – 3 influencers from Atlanta and one from Charlotte, NC
 - Update on SEM/SEO campaign – live on 3/10 with prioritization on Atlanta Perimeter keywords
 - Current Email Campaign
 - Showed mockup of redesigned homepage – website redesign to be completed September 2022
- Operations Team update:
 - Update on Bandwango campaign
 - Partnership opportunities with State Farm 100 Year Anniversary activities
 - Sponsorship agreement and opportunities with SHRM-Atlanta
 - Update on community partnership activities such as sponsorship of Artistic Affair at Spruill Art Center

Future Board Meetings

- Chair, Charlie Augello, announced the schedule for remaining 2022 Board Meetings (6/22, 9/14, and 11/16). June meeting is to be Board Summit, location TBD.

With no items brought up for discussion during Open Floor the meeting was called to adjourn at 11:55 p.m. by Chair, Charlie Augello.

EXHIBIT B:

**Discover Dunwoody Emergency Board Call
Meeting Minutes
April 20, 2022
Zoom Meeting**

Members Present: Charlie Augello, Cher Breslin, David Toolan, David Abes, Sharon Kilmartin, Bill Grant, Zoe Franciscus. And La Vonja De Yampert-Wynn.

Others Present: Ray Ezelle and Jennifer Rao.

Meeting called to order at 9:00 a.m. by Chair, Charlie Augello

Open Treasurer Position – Discover Dunwoody Board

- Vote regarding appointing Bill Grant as Treasurer after the departure of Bill Baker from the Discover Dunwoody board.
- Motion proposed by David Toolan, seconded by Cher Breslin, approved by unanimous vote.

Call ended at 9:05 a.m. by Chair, Charlie Augello