

**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 A:

**Discover Dunwoody Board of Directors
Meeting Minutes
December 2, 2021
Discover Dunwoody Office
301 Perimeter Center North, Suite 200
Dunwoody, GA 30346**

Members Present: Charlie Augello, Bill Baker, Sharon Kilmartin, Catherine Lautenbacher, David Toolan, Bill Grant, Doug McKendrick. and Zoe Franciscus.

Others Present: Ray Ezelle, Jennifer Rao, and Kim Franz.

Meeting called to order at 10:00 a.m.

Approval of Minutes

- Upon motion duly made, seconded and unanimously approved, the Minutes of the June 2021 Meeting (attached as Exhibit A) were approved.
- Upon motion duly made, seconded and unanimously approved, the Minutes of the Special Meeting Approving the Hiring of Ray Ezelle on August 23, 2021 (attached as Exhibit B) were approved.

2021/2021 Board Membership

- Three Discover Dunwoody Board seats are currently open - Hotel 2, Hotel 3, and District 2. Two have terms ending on 12/31/21 - At-Large 3 and Restaurant/Retail 2. Seat At-Large 1 requested term end of 12/31/21.
- Nominating Committee consisting of Charlie Augello, Zoe Fransiscus, and Sharon Kilmartin was formed and tasked with development of slate of new board candidates. Possible names were suggested for contact.
- Bill Grant (At-Large 1) was requested to serve remaining year (until Dec 2022) and Bill Baker (At-Large 3) was requested to serve a third term.
- Bylaws regarding nomination process were reviewed. Nominating Committee will present slate of candidates for vote in January 2022.

2021 Financial Review

- Review of spending for 2021 and revenue numbers. Grant funds and increased revenue coupled with conservative budget will result in budget surplus for the year. Estimated revenue for 2021 - \$1.55M.

Treasurer Report

- Bill Baker reviewed 2021 finances and state of reserve funds.

2021 Discover Dunwoody Team Highlights

- Sales team had 2 FAM tours and 3 incentive events in 2021.
- Marketing had 129 PR placements with 112,851,673 impressions with PR value of \$1M. Holiday Haven Campaign has generated 60+ leads as of 12/2. Won Silver Magellan award for 2020 Everything Will Be OK.
- Operations switched HR providers to PEO Company, Insperity, resulting in savings for organization of \$3k per month.

Non-Budget Approval Items

- Upon motion duly made, seconded and unanimously approved position change for Jennifer Rao from hourly to salaried employee to reflect new duties was approved.
- Vote on Quarterly Bonus Plan was tabled until next meeting to allow opportunity to present further documentation and details regarding payout structure.

2022 Discover Dunwoody Team Priorities

- Sales Team to be more focused on local engagement strategy/Georgia based planners.
- Marketing Team to focus on website redesign, updating of tools and resources, and SEO/SEM strategy.
- Operations Team to focus on creation of processes for accounts payable and community engagement.

2022 Discover Dunwoody Budget

- Upon motion duly made, seconded and unanimously approved the 2022 Budget was approved.

Open Floor Discussion Items

- Create Dunwoody - Discussion of proposal by Michael Starling from Economic Development for Discover Dunwoody to support creation of new organization, Create Dunwoody, with funding of \$175k over 5 years. Vote on funding/support tabled until viability of Create Dunwoody organization plan is clear.
- Director of Sales – Discussion of hiring timeline for DOS position vacated by Steven Schumacher. Position posted on website and LinkedIn (as requested by Board).

Meeting called to adjourn at 12:20 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.