

**CVBD Board of Directors  
Meeting Minutes  
March 28, 2019**

Members Present: Alicia Wiley, Charlie Augello, Kathy Brandt, Catherine Lautenbacher, Bill Grant, Joe Fallis, Doug McKendrick

Others Present: Katie Williams, Brooks Binder, Kimberly Franz

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

**Minutes**

- The approval of minutes were moved to the end of the meeting since a quorum was not present at this time.

**Committee Reports:**

Executive:

- The hotel members provided updates on renovations happening in the market. The Crowne Plaza is fully reopened and the Embassy Suites is currently under renovation with an expected completion date of July. They reported that they are seeing a softening on demand on the weekends.

Personnel:

- Katie Williams reported that she is interviewing candidates for the Office Administrator position.

Financials:

- The board reviewed the 2018 year-end financials, which just became available following the completion of the 2018 audit.

**Director's Report:**

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

**Strategic Plan:**

- Katie presented a spreadsheet for the strategic plan and the board engaged in discussion to establish timelines for each initiative.
- Katie updated the board that the wayfinding committee met with City staff and has distributed an RFQ for proposals and quotes for a plan.
- Next steps for the strategic plan initiatives include:
  - Gathering a list of current organizations that Board Members are involved in so that new ones can be identified for participation.
  - Getting an update from the City about the hotel/motel tax bond.
  - Work on plans for the annual meeting and increasing media visibility locally.

- Developing the ambassador program to educate front-line employees – Katie reported that this is a Q2 priority for the staff.

### **Old Business**

#### **New Business:**

- 2019 Annual Meeting – Katie reported that the staff has been working with the Crowne Plaza Ravinia to confirm a date for the Annual Meeting. Tentatively it's being planned for August 22 from 7:30 – 9:30 a.m. More details to come.  
*UPDATE: The staff is recommending this be postponed until 2020.*
- Meeting Planner Incentive Program – During the staff reports, Steven presented the new meeting planner incentive program and reported that it is already being used to book groups in Dunwoody.

#### **Minutes:**

- With a quorum now present, the January 24, 2019 board of directors meeting minutes were brought back up for review. Upon motion duly made and seconded, the minutes were unanimously passed.

The meeting adjourned at 12:50 p.m.