

**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.