

**CVBD Board of Directors  
Meeting Minutes  
October 24, 2019  
Le Meridien Atlanta Perimeter Hotel**

Members Present: Alicia Wiley, Charlie Augello, Bill Baker, Bill Grant, Sharon Kilmartin, Doug McKendrick, Catherine Lautenbacher, Ricardo Gonzalo, Dave Toolan

Others Present: Katie Williams, Brooks Binder, Melanie Watson, Michael Starling, Steven Schumacher, and Shannon Gray

Meeting called to order at 11:36 a.m.

**Guest Reports**

- Michael Starling presented updates about office projects and hotel developments in Perimeter Center.

**Committee Reports:**

Executive:

- Alicia Wiley reported on the STR report for the market and the Board engaged in discussion regarding 2020 occupancy projections and related matters.

Personnel:

- No updates.

Financials:

- The Q3 financials were presented for review.

**Director's Report:**

Staff presented marketing and sales reports to the Board. Summaries of the marketing and sales data discussed in the presentation had been provided to Board members prior to the meeting.

**Strategic Plan:**

Katie Williams presented the recommended designs for the gateway signs that were developed as part of the Dunwoody wayfinding signage project. She reported that TSW will work on pricing the signs with fabricators and the next step will be to work with City Staff to present the designs to City Council for approval.

**Old Business:**

Katie Williams reported that the Annual Meeting is being planned in Q1 of 2020 and she presented Peter Kageyama as a recommendation for the keynote speaker. The board engaged in discussion about Peter and agreed that he would be a good speaker for the event.

## **New Business:**

### Office Lease:

- Katie Williams and Bill Baker presented plans for the new Discover Dunwoody office in Sterling Pointe. Upon review of the lease terms, the board voted unanimously to approve the lease agreement for a 7-year term in Suite 200 of Sterling Pointe.

### Chamber Lease Termination Agreement:

- Katie Williams presented the Chamber Lease Termination Agreement, effective December 31, 2019. Upon review of the terms, the board voted unanimously to approve the agreement and terminate the sublease for the Dunwoody Perimeter Chamber.

### 2020 Business Plan:

- Katie Williams presented the goals and objectives of the 2020 Business Plan that was created by the staff and supported by the 2020 budget.

### 2020 Budget:

- Katie Williams presented the 2020 Budget. Upon review and discussion, the board unanimously agreed to approve the 2020 Budget as presented.

Meeting Adjourned at 1:15 p.m.

Following the Meeting, Shannon Gray of Gray Research Solutions presented an analysis of the recent visitor profile research conducted by GRS.