



Board Meeting
Discover Dunwoody Board Room
September 14, 2022
10:30 a.m. – 12:00 p.m.

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

Others Present: Ray Ezelle, Mike Jackson, Mark Galvin, David Silver and Michael Starling.

Meeting called to order at 10:31a.m. by Sharon Kilmartin

Introduction of David Silver

- David was introduced to the board as the new GM of Perimeter Mall. He shared his background and familiarity with Dunwoody and the perimeter area. He mentioned the challenges as he sees it with the condition of the current mall and its sense of arrival. He also answered questions from the Board

Introduction of Michael Starling

- Michael gave an update from the Economic Development perspective of projects currently in process and upcoming. Spoke of High Street and other areas. He also gave an update on Edge 2.0 as well as Create Dunwoody.

Approval of Minutes

- Upon motion duly made, seconded and unanimously approved, the Minutes of the June 14th Meeting, attached as Exhibit A) were approved.

Board Update

- The board was updated on the resignation of Jennifer Rao and the challenge of being behind on finances from the city as a result.

Treasurer Report

- Bill Grant reviewed finances and the state of reserve funds (\$543,345.75 in Money Market Account and \$339,679.86 in CDs).

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

- Organizational update – Ray Ezelle
 - Year to Date Results thru August
 - Current STR report
 - Compared to 2021 and 2019

- Year to Date STR results vs Comp Set
 - YTD Statement of Revenues
 - Occupancy forecast/fair share report
 - Production (RNs and Hotel RM Revenue) in Historical Perspective
 - Dunwoody Current Contracted RNs vs Other Perimeter Hotels (Jan – Aug)
- Sales Team update – Mike Jackson
 - Reviewed Programs offered to Groups
 - Upcoming Sales Calls in DC
 - Current sales report
 - Success
 - Focus of the Team
 - Reviewed Group RNs Contracted for rest of the year
 - vs STLY
 - vs 2019 Final
 - Pace vs 2019
 - 1st and 2nd Quarter Group RNs Contacted
 - Current engagement events
- Marketing Team update – Mark Galvin
 - Introduction of Madison Holtz and new Marketing Coordinator
 - Her Responsibility and Focus
 - Shared info about upcoming launch of Dunwoody Perimeter Marketing Alliance
 - Discover Dunwoody Live Studio Launch
 - Video Content Creation
 - Live Stream
 - Podcasting
 - Update on Public Relations
 - Update on Advertising
 - Update on SEM/SEO campaign
 - Update on website redesign

BiWith no items brought up for discussion during Open Floor the meeting was then called to adjourn at 12:05 p.m. by Vice Chair, Sharon Kilmartin, for discussion of Strategic Plan.

**Discover Dunwoody Board of Directors
SPECIAL Virtual Meeting
Minutes
October 7, 2022
Dunwoody, GA 30346**

Members Present:, David Abes, Cher Breslin, David Toolan, Zoe Franciscus, La Vonja De Yampert-Wynn, Maggie Rosa, Stephanie Cantwell

Others Present: Ray Ezelle

Meeting called to order at 9:00am.

Call to Order

- Ray made a motion to call the meeting to order.

Board Nomination

- Cher made the motion to nominate David Silver to the Board. David T seconded that motion. 100% present voted to have him join our board.

Adjourn

- Cher made a motion to adjourn the meeting