**CVBD Board of Directors**

**Meeting Minutes**

**March 30, 2017**

Members Present: Nancy Musselwhite, Jason Caughron, Kathy Brandt, Ricardo Gonzalo, Bill Grant, Bill Baker, Alicia Wiley, Tammy Thompson, Tony Trusty

Members Absent: Doug McKendrick, Michael Bryan

Others Present: Michael Starling, Director of Economic Development, City of Dunwoody; Katie Williams, Executive Director; Brooks Binder, Esq.

Nancy Musselwhite called the meeting to order at 11:37 a.m.

**Minutes**

* The Board reviewed minutes from the January 26, 2016 Board of Directors Meeting. Upon motion duly made and seconded, the minutes were unanimously passed.

**Committee Reports:**

Executive:

* Nancy Musselwhite asked Jason Caughron to present the 2016 STR report to the board. Jason reported that February was down slightly, but as a whole Dunwoody is still ranking third in the market and we continue to outpace the Galleria. Additionally, the comp set grew 5% in occupancy last week and March was a high revenue month with great pick up on the weekends. Jason also reported that the Residence Inn is expected to open in June.
* Tony Trusty added that while February was off marginally, March was a good month. He reported that the winter storm had a significant impact on business travel, which directly impacts weekday occupancy in the Dunwoody area hotels. Tony further pointed out that for every one business travel room lost, you have to sell 2-3 weekend rooms to make up for the lost revenue.

Personnel:

* Katie Williams provided a personnel update, informing the Board that the new office administrator has been hired and is set to start working on Monday, April 3.

Financials:

* Bill reported that the financials are not ready for review yet as the City is still completing the 2016 audit. However, he added that to date, revenues for the CVBD are coming in ahead of budget and it’s likely the CVBD might not achieve the full “investment spend” as currently budgeted.

**City of Dunwoody Report**

* Michael Starling provided an update on HB564 regarding the hotel/motel tax increase for the City of Dunwoody. He reported that the bill passed the House and Senate and the Governor is expected to sign the bill in the next six (6) weeks.
* Michael reported that the City is thinking through how the process of implementing and allocating the tax proceeds should occur, and his office will put together a plan that will include an advisory committee and a series of stakeholder meetings.
* The City expects the ordinance to be presented to City Council in early October.
* The board engaged in further detailed discussion with Michael regarding the process and plans.
* Katie reported that she will distribute talking points to the Board regarding the new hotel/motel tax issues.
* Michael departed the Meeting at 12:05 pm.

**Director’s Report**

* Katie reviewed the Executive Director’s report that was distributed to the Board prior to the Meeting.

**Old Business**

2017 Annual Meeting

* Katie reported that ticket sales for the May 9th Annual Meeting will begin this week and invitations are ready for distribution. She encouraged each Board member to take a stack of invitations and distribute them to potential attendees.
* Tickets will be sold at $25 each and tables for $200. The goal is to attract 150 people, a total of 19 tables.
* The board engaged in discussion about the agenda for the 2017 Annual Meeting.
* The next steps include sell tickets and tables, confirm the agenda and remarks, and create the program and presentation.

**New Business**

Office Lease

* The Board discussed the CVBD’s existing lease and the remaining term and related matters.

The meeting adjourned at 12:44 p.m.