

Meeting of the Board of Directors of the College Park Destination Marketing Organization, Inc. on March 25, 2015 at the Georgia International Convention Center

Board Members Present: Ken Allen, Mercedes Miller (Presiding), Isaac Henderson, Ray Robichaud, David Gleim, Laverne Brown, Stephanie Thompson, Kevin Bird

Others: LaShanta Taylor, Andria Towne, Meg Oxford, Kristin Schneider (new Sales Manager for Meet College Park), Raquel Obumba (Clayton County CID representative)

Mercedes Miller called the meeting to order at 5:03PM

Approval of the Agenda and Meeting Minutes

All voted in favor of approving the agenda.

Approval of Meeting Minutes

All voted in favor of approving the January 28, 2015 board meeting minutes with no revisions.

There were no guests or public comments.

Chairperson's Report

Mercedes Miller informed the board that the East Point contract has been signed by all parties.

The executive board is working on an annual review for the DMO's president. This will be completed by the end of the fiscal year.

There is a new General Manager at the Atlanta Airport Marriott Gateway. She will be a member of the board, replacing Crissy Wright.

President's Report

Cookie Smoak is out of town attending Destinations Showcase in Washington, DC. In her absence, Meg Oxford, Director of Sales, highlighted key aspects of the February 2015 Executive Summary, including key leads and definite bookings during January and February. She also introduced Kristin Schneider, the new Sales Manager for the DMO. LaShanta Taylor gave a brief financial overview and updated the board on the status of the financial aspects of the relationship with East Point. Andria Towne gave a brief marketing update. She also showed the board the 3 awards that the DMO won at the Governor's Conference on Tourism in February.

Discussion and Action

The Board voted to accept the recommendation to add Linda Montgomery, Area Director of Sales and Marketing with the Crowne Plaza, as the East Point representative for the board.

Discussion regarding the formation of an audit committee was tabled.

Adjournment

The meeting was adjourned at 6:02PM