

**Meeting of the Board of Directors of the  
College Park Destination Marketing Organization, Inc.**

April 27, 2016

Board Members Present: Donelle Zunker (Presiding), Mercedes Miller, Daniel Summers Jr., LaVerne Brown, Linda Montgomery, Tony Morrow, David Gleim, Lonnie Kirk

Absent: Ken Allen, Stephanie Thompson, Kevin Bird, Juliet Hall, Ray Robichaud, Cookie Smoak

Others present: LaShanta Taylor, Andria Towne

Donelle Zunker called the meeting to order at 5:05 PM.

Approval of Agenda

- Mercedes Motioned to pass the agenda, Linda seconded: PASSED

Approval of Meeting Minutes

- LaVerne motioned to approve, Mercedes seconded: PASSED

Guests

- None

Chairperson's Report

- City of College Park released a new hotel ordinance on March 14, 2016 aimed at deterring improper hotel use; however, it wasn't publicized to hotels until the end of the month. Ordinance included significant changes to the data collected at the check-in process, which is hard to implement and goes against industry standards of reducing check-in processes. Also prohibited stays longer than 14 days, which conflicts with longer corporate stays. The DMO worked with the City once this happened; the City of CP is and DMO are haing a working session in May/June to help update the ordinance.
  1. Tony Morrow asked if there was anything in place to help get us involved at an earlier stage next time; Donelle Zunker shared that this is being worked on and will be in place.
- Aerotropolis Atlanta Meeting update:
  1. Mercedes Miller shared that the last meeting was more real estate based, but well attended. Each month has a slightly difference focus.
  2. Donelle Zunker shared that it's taken some time to get things moving, but that they explained that this is mainly due the fact the area has so many stakeholders in numerous municipal areas.
  3. Cookie Smoak will be speaking at a meeting at the Federal Reserve on Friday, 4/29/16, to talk about the project. This is part of a larger area to help turn the area into an "airport city".
- Openings/closing:
  1. Closed:
    1. Hambones

Minutes recorded by Daniel Summers, Jr.

2. The Pecan
2. Opening:
  1. Rev Coffee and the Speakeasy Bar
  2. AC Hotel (European-inspired lifestyle brand by Marriott) is coming to the land behind the new Renaissance at the Gateway Center.
  3. Linda Montgomery shared that there's possibly an Embassy Suites coming to Virginia Ave across from the Delta Community Credit Union.
  4. Red Lion is coming in on Virginia Avenue, replacing the Three Palms
- CityFest
  1. Mercedes Miller shared that the City cannot use the Tourism Product Development funds for CityFest or similar; it can only be used for a physical development. The City of College Park has adjusted their budget to account for this.
  2. CityFest is scheduled for August 20, 2016.
  3. GICC now has their own College Park Officer to help oversee security and have better access to CPPD

#### President's Report

- Cookie Smoak was out sick, so LaShanta Taylor and Andria Towne gave the Executive Summary reports.
  - If anyone has questions, they should contact Cookie via email.
  - Donelle Zunker shared that the report shows that CP and EP hotels had the largest Revenue Per Available Room (RevPAR) growth, in our reporting area.
  - Discussion on upcoming bookings and rentals.
- LaShanta Taylor gave details on the Financial Report.
  - College Park has been reviewing what should have been collected as tax, involving a third party; LaShanta Taylor doesn't think that it will greatly affect what we'd budget, though we should receive a little more due to this audit.
- Our name has been officially changed to ATL Airport District with the state and other entities.
- Cookie Smoak and LaShanta Taylor presented a proposal for adding Union City onto our clients list, mainly in anticipation of the studios that are coming and related business growth. This would be as a fee-based client, not a tax revenue-based client.
- Andria Towne reported that Gabby Dickson received a scholarship to the Southeast Tourism Society college; Todd Neal will be joining her.
- Restaurant Week went well. This was the first time that it combined East Point and College Park; feedback and media campaign were very positive. Exact data coming in July.
- The Rebranding project is nearing the end, finishing with a newly redeveloped website.
- We now have a trade show booth.
- Best Digital Ad Campaign and Best Local Awareness awards were given by the GA CVB.
- Sept 11 through 14, 2016 = Governor's Conference on Tourism

Motion to adjourn by Mercedes Miller, seconded by Tony Morrow.

The meeting was adjourned at 5:53PM.

Minutes recorded by Daniel Summers, Jr.