

Board of Directors Second Quarter Meeting
Wednesday, April 30, 2014 – 12:00 PM
Convention and Visitors Bureau of Dunwoody
11:30 a.m.

Welcome/Roll Call:

The meeting was called to order by Peter Dunn, Chairman.

Members present: Members Present: Bob Cottle, Peter Dunn, Donna Mahaffey, Bill Grant, Danny Hiatt, Michael Bryan, Nancy Musselwhite. Chairman Dunn announced that Shelly Faraj and Mallard Holliday have excused absences.

Staff present: Director Katie Bishop

Also Present: City Clerk Sharon Lowery; Brad Sturgeon

Public Comment: None.

Minutes

Minutes from the First Quarter Meeting were reviewed. Mr. Grant motioned that the minutes be approved and Mr. Cottle seconded the motion. The motion was unanimously approved.

Committee Reports:

Executive Report: None

Personnel Report – Ms. Bishop reported that Dawn Terrizzi is now the Office Administrator for the CBVD and is very qualified. She added that the new sales position has been posted.

Finance Report – Mr. Grant discussed the continued revenue increase and said he anticipates it continuing.

Director's Report

- Ms. Bishop reported that Andy Williams, the Director of Sales for the CVBD, has met his goal as of yesterday and is devoting a lot of his time working on meeting sponsorships.
- Ms. Bishop also reported that Marketing has been working on a new ad campaign, “Above + Beyond”, and showed examples of various ads that have run or will be running. Ms. Bishop updated the Board on the digital advertising strategy that was launched in April and that a comprehensive digital advertising strategy is being developed and will be executed that has a more holistic digital strategy.

- Ms. Bishop updated the Board on the following upcoming events: Restaurant Week is the last week in June; there will be a hotels meeting May 22 where the AJC Wine Fest and other events will be discussed; May 31 is the Beer Fest at Brook Run Park put on by Dunwoody Nature Center; Microsoft is opens their new store at Perimeter Mall on May 31 with Macklemore performing that night.
- Ms. Bishop reported that the CVBD tax return is being reviewed by the attorney and is due May 15.
- The board reviewed a plan to begin spending some of the \$600,00 in surplus funds that the CVBD has accumulated since its inception as follows: operating reserves \$250,000; major marketing opportunities \$250,000; planned marketing opportunities \$100,000; meeting sponsorships \$50,000 spread across five years, 2014 – 2018; new website \$50,000 that is spread across five years, 2014 – 2018.

Ms. Mahaffey motioned that the 2014 surplus plan be approved as presented. Ms. Musselwhite seconded the motion. The motion was unanimously approved.

Discussion was held on the AJC Dunwoody Wine Fest. Ms. Bishop said the CVBD has earmarked money for print and digital advertising to market this event. The tentative date for the event is October 11, 2014 and the event will be held in the High Street area.

Mr. Dunn informed the board that this is the type of event the CVBD would use some of its reserve funds for. He recommended the CVBD use \$10,000 to market this event.

Ms. Mahaffey motioned add \$10,000 from the CVBD cash reserves to market the event. Mr. Grant seconded the motion. The motion was unanimously approved.

Adjourn:

There being no further business to discuss, the meeting adjourned.

Peter Dunn, Chairman

Attest:

Sharon Lowery, City Clerk