

**Board of Directors Special Called Meeting
Wednesday, September 24, 2014
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: Peter Dunn, Bill Grant, Danny Hiatt, Brad Sturgeon, and Ricardo Gonzolo.

Staff present: Director Katie Bishop

Public Comment: None.

Minutes:

Minutes from the Second Quarter Board meeting are deferred until the next board meeting.

Directors Report:

Ms. Bishop presented an update that on Tuesday, December 23, the AJC had made the decision to cancel the AJC Dunwoody Wine Fest that was scheduled for October 11, 2014. The decision was made by the AJC and it was explained that it was due primarily to low ticket sales.

Ms. Bishop reported that the CVBD is working to take down or change any marketing about the event that is currently in front of the public. They will prepare a report on the costs incurred by the bureau.

Ms. Bishop reported that the AJC has agreed to bonus the number of digital impressions that were purchased for its out-of-market digital campaign to promote hotel packages for the event. The bonused impressions would be served on AJC.com. Discussion occurred about when the impressions could be used and could we save them until spring. Ms. Bishop will follow up with the AJC to receive information on how long the credit can be saved.

Old Business:

CVBD Office Update –

- Ms. Bishop provided an update on the office space discussion that is continuing with the Dunwoody Chamber. The two organizations are looking to share the space in 41 Perimeter Center East across from City Hall.

- Discussion occurred on the history of the CVBD office space and the potential new space.
- Discussion occurred regarding the CVBD's insurance and CAM allocation. Ms. Bishop said she would speak with the broker and provide an update at the next board meeting.

New Business:

2015 Revenue Projections:

- Chairman Dunn presented the 2015 tax revenue projections for the budget. Chairman Dunn, Mr. Grant, and Ms. Bishop had met prior to the meeting to discuss projections and presented a revenue forecast of 7.84% growth.
- Discussion occurred regarding the forecast and the hotel members of the board weighed in on the forecast numbers.
- After identifying an error with the spreadsheet, the forecast was readjusted during the meeting with a 7.82% increase in revenue, bringing the tax revenue budget for 2015 to \$1,033,448. The board agreed that this was a good estimate based on discussion with the hotels and the PKF projections for this market.
- Ms. Bishop will prepare a budget around this budget. The budget will be reviewed by board members before the next meeting, but will be presented and approved at the October board meeting.

Staff Retreat Report:

- Ms. Bishop reported that the CVBD staff held a staff retreat on September 17. During this retreat the staff discussed sales and marketing objectives and goals for 2015.
- Ms. Bishop distributed an overview of the 2015 sales and marketing goals, strategies, and plans. She reviewed and highlighted some of the major plans for the year that will help drive the budget.

Adjourn:

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

Peter Dunn, Chairman

Attest:

Sharon Lowery, City Clerk