**CVB Board of Directors**

**Meeting Minutes**

**January 28, 2016**

**41 Perimeter Center East, Suite 200  
Dunwoody, GA 30346**

Board Members Present:

Michael Bryan, Nancy Musselwhite, Tammy Thompson, Peter Dunn, Jim Mcswigan, Ricardo Gonzalo, Bill Grant, and Kathy Brandt (by phone)

Guests Present:

Katie Williams, Executive Director and Brooks Binder, Esq.

**Meeting called to order: 11:42 a.m.**

Upon calling the meeting to order, Peter Dunn requested that the board nominations item be moved to the top of the agenda. The slate of officers for 2016 was presented as: Michael Bryan, Chair; Nancy Musselwhite, Vice-Chair; and Bill Grant, Treasurer.

A motion was made by Nancy Musselwhite to accept the slate of officers and it was seconded by Ricardo Gonzalo. The motion passed unanimously.

**Minutes:**

Minutes from the October 28 board meeting were reviewed. A motion to accept the minutes was made by Peter Dunn and seconded by Kathy Brandt. The motion passed unanimously.

**Committee Reports:**

Executive: Peter Dunn provided a report on the December STR report. For the month of December, Dunwoody had a dip in occupancy, however the ADR was up from previous year. Thereby resulting in a RevPar of $73.49, up from the previous year. Every other market was down in occupancy as well, except for Atlanta airport. The board engaged in discussion about the STR report, the impact the Westin’s renovation has had on the market, as well as weekend occupancy strategies. Katie Williams reported that Dunwoody’s weekend occupancy grew by 2.4% in 2015.

Personnel: Nancy Musselwhite reported that there was no report from the Personnel Committee at this time.

Finance: Bill Grant reported that the 2015 financials will be ready for review at the March board meeting.

**Digital Agency Presentation:**

At approximately 11:55 a.m., Hannah Paramore, president of Paramore Digital, joined the meeting. Katie Williams introduced Hannah and explained that Paramore, a leader in digital marketing for the tourism industry, had been selected through an RFP process as the CVBD’s new digital agency for 2016. Paramore will be working with the CVB team on its digital strategy, social media, e-newsletters, and digital advertising campaigns.

Hannah Paramore provided a presentation on Paramore’s capabilities and high-level plans for the Dunwoody CVB. Following Ms. Paramore’s introductory presentation, the board and Ms. Paramore engaged in detailed discussion about demographic trends and various digital strategies. Ms. Paramore exited the meeting at approximately 12:40 pm.

**Director Report:**

Following Hannah’s presentation, Katie Williams reported on the 2015 year-end results, which was distributed to the board. She shared that 240 leads were distributed in 2015, a 22% increase over 2014. And 35 leads were converted to contracts, which was a 34% increase over 2014. Other notable results from 2015 included new branding, the research study, and a new CVB office.

Year to date, Katie reported that the sales team is outpacing the year before in both leads sent and contracts signed. The marketing team is working on a new destination guide and finalizing the details for the marketing strategy. The marketing and sales strategy will both be presented at the March board meeting.

**Other Business:**

The Board discussed the desirability and process of adding additional members to the Board of Directors. Brooks Binder advised that adding board members beyond the current slate of nine (9) would require an amendment to the Bylaws, but he also advised that the under the current Bylaws, the Board has the discretion and authority to invite guests to participate in the Board meetings, though such guests would not have voting powers. The board engaged in discussion about the best structure for additional board positions and a few ideas about potential candidates to fill those additional positions. At the end of the discussion, it was agreed to that any potential new board members would be invited to the March board meeting to participate.

**Adjourn**:

There being no further business to discuss, the meeting was adjourned at 1:07 pm.

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Katie Williams, Executive Director

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Michael Bryan, Chair