



**ATL Airport District Destination Marketing Organization, Inc.
Board of Directors Meeting**

**Georgia International Convention Center, Board Room 1
2077 Convention Center Concourse, College Park, GA 30337
January 31, 2018
5:00 p.m.**

Call to Order

- Welcome
- Introduction of Meeting Attendees and Participants
 - Board Members Present: Mark Adams, Ken Allen (Presiding), LaVerne Brown (arrived at 5:47pm; not present for voting), Grace Davis, Karl Maston, Mercedes Miller, Linda Montgomery, Julian Nabaa, Ray Robichaud, David Shepherd, Daniel Summers Jr, Stephanie Thompson, Donelle Zunker
 - Board Members Absent: Kevin Bird, Anthony Brown, Tarsha Calloway, Lisa Churchfield, Ed Richardson
 - Staff present: Monica Coleman, Meg Oxford, Cookie Smoak, LaShanta Taylor, Andria Towne

Public Comment – If Applicable

- None

Action Items

- Approval of Agenda
 - Motion by Daniel Summers, Seconded by Stephanie Thompson: Unanimous PASSED
- Approval of Minutes from the October 25, 2017 Meeting
 - Motion to approve with these CORRECTIONS by Daniel Summers, seconded Ray Robichaud: Unanimous PASSED
 - 2.4 corrected to add 'cycling projects' in regard to the ARC
 - 3.4 corrected to change 'Grey' to 'Ray' in regard to motion
- Introduction and Vote on Mark Adams, City of Hapeville
 - Cookie Smoak introduced Mark Adams, representing Hapeville.
 - Dave Shepard motioned to accept, Mercedes Miller seconded: Unanimous PASSED
- Executive Committee Nominations and Vote
 - Per our By Laws, we elect officers for a one-year term and no officer can serve for more than 2 consecutive terms.
 - The 2017 Executive Team was:

- Chairman Ken Allen: 1 year in that role.
- Vice chair Donelle Zunker: 1 year in that role.
- Treasurer Tarsha Colloway: 1 year in that role.
- Secretary Daniel Summers: 2 consecutive years in that role.
- Mercedes Miller motioned to asked if those running could step out during the vote, returning after the voting; seconded by Donelle Zunker.
 - Unanimous PASSED
- Voting – Donelle Zunker presided over the vote for Chair; Ken Allen presided over all other votes.
 - Chairman:
 - Mercedes Miller nominated Ken Allen, seconded by Stephanie
 - Unanimous PASSED
 - Vice Chairman:
 - Dave Shepard nominated Donelle, seconded by Mercedes Miller
 - Unanimous PASSED
 - Treasurer:
 - Linda Montgomery nominates Dave, seconded by Karl Maston
 - Unanimous PASSED
 - Secretary:
 - Ray Robichaud nominated Mark Adams, who declined the nomination.
 - As there are no other nominations, the Chair entertained a notion to move the vote till next meeting in April, motion by Julian Nabaa, seconded by Donelle Zunker.
 - Unanimous PASSED
 - Dave Shepard motioned to keep Daniel Summers Jr as interim secretary through this meeting, seconded by Stephanie Thompson.
 - Unanimous PASSED
 - Summers agreed to serve as interim
 - During the discussion for Secretary, Julian Nabaa asked if it was possible to amend the By Laws to allow for a third consecutive term for a board officer, if no other candidates were nominated or accepted. After discussion, it was decided to add such a motion to the agenda of the next board meeting, allowing time for research into this with our legal counsel and to alert members who weren't present.

Discussion Items

- Board Chairperson's Report
 - Ken Allen offered thanks to Ed Richardson for his hospitality at the board retreat at Atlanta Metropolitan Studios.
- President's Report
 - Cookie Smoak seconded Ken Allen's thanks for the board retreat and outlined how the work will be implemented, with corrections presented at the next meeting.
 - Executive Summaries have been emailed, a paper copy will be distributed at the meeting with the Mayors and Councils (M&Cs), which immediately follows this meeting.

- AAD DMO hired two new staff members: Tyler Runyon as Sales Manager and Chanta Waller as Marketing Manager
- The Hapeville Visitors Center will be staffed part-time starting this week.
- Conducted two follow-up leadership training classes with Chick-Fil-A with Hapeville and Union City
- Cookie Smoak asked everyone to encourage attendance at the AAD Security Council by leadership, security heads from all hotels in the District, and business owners.
 - Meetings are held at the GICC on the third Thursday at 10am.
 - Anyone who is interested in participating is invited to the meeting, especially area business owners and neighborhood watch captains.
 - Mercedes Miller shared some of the success that the Council has had in tracking down a repeat offender who was actively targeting the GICC area. The communications helped to compare notes and make it that much quicker to catch the culprit.
- The AAD DMO team toured the new Proof of the Pudding catering facility.
- AAD DMO is co-hosting the Shephard Exposition Services Sandbox, with Richard Maples.
- Marketing Report
 - AT reported that much of her report will be represented in the meeting with the M&Cs, but gave a topline version including:
 - Developing a series of materials that are unique to each city, while still reflecting the overall District's brand.
 - New kiosks with area info to be installed in the Hapeville Visitors Center. This process will be refined as we go forth.
 - Working on two marquee events:
 - AAD Restaurant Week in March
 - Featuring 7 District restaurants in *Atlanta Eats*
 - Spin the District Cycling event in multiple cities across the District. More details to come, but we're aiming to have 3 to 4 days of racing. There is a lot of growth opportunity, so we're starting strategically to build the infrastructure with the existing cycling communities, locally and nationally.
 - Developing a Social Media strategy that properly reflects each city as well as our existing content pillars.
 - The Sales and Marketing teams are working together to develop a new bid book, which is the proposal that we send to our potential clients to help generate leads. Also establishing some client events.
- Financial Report: requested by the Chair, not on the agenda
 - LaShanta Taylor said that our Financial Audit came back as clean. This was with a new set of auditors.

Announcements and Adjournment

- Stephanie Thompson lauded the AAD DMO teams great work.
- Mercedes Miller reported that the GICC Arena is officially good to go, with a scheduled completion of July 2019.
- Mercedes Miller also reported about construction on the new airport parking deck, which will be used during the airports major remodeling project.
- GICC is working on a naming rights deal.
- Next Board of Directors Meeting: April 25, 2018, 5:00 p.m. at the Georgia International Convention Center, Board Room 1
 - Agenda Items in addition to regular business:

- By Law change: to allow for a third consecutive term for a board officer, if no other nominations are made or accepted for the position.
 - Vote for Board Secretary
- Adjourn – motioned by Mercedes Miller, seconded by Linda Montgomery