

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

April 26, 2017

The meeting was called to order at 5:00 PM at the Delta Flight Museum in the 747 Experience.

1.1 Roll Call

- Board Members Present: Ken Allen (Presiding), Kevin Bird, LaVerne Brown, Tarsha Calloway, Lisa Churchfield, Grace Davis, David Gleim, Tammy Hester, Linda Montgomery, Tony Morrow, Ed Richardson, Daniel Summers Jr. , Stephanie Thompson, Donelle Zunker
- Board Members Absent: Mercedes Miller, Ray Robichaud
- Staff present: Monica Coleman, Cookie Smoak, LaShanta Taylor, Andria Towne
- Others present: none

1.2 Approval of Agenda

- LaVerne Brown motioned to approve, David Gleim seconded: PASSED

1.3 Approval of Minutes from the January 18, 2017 Meeting

- Kevin Bird motioned to approve, Linda Montgomery seconded: PASSED

1.4 Introduction of Guests/New Board Members

- VOTE to add Lisa Churchfield, Senior Manager Franchise Recruitment at Chick-Fil-A, to the board as a Business Representative. Recommended by Nominating Committee: unanimously PASSED

1.5 Public Comment

- None

2. Old/New Business:

2.1 Chairperson's Report

- Ken Allen thanked LaVerne Brown and the Delta Flight Museum for hosting tonight's meeting.
- Executive Committee visited the new office space for the DMO, which we'll discuss tonight.
- Ken Allen attended the ACVB Annual Luncheon with Cookie Smoak. He reports that it brought perspective to the great job that Cookie Smoak's team does.

2.2 DMO President's Report

- Cookie Smoak talked about some prestigious awards that the DMO received from the GACVB.
- Cookie then gave a brief overview of our current RFP projects, the DMO's new office space and anticipated dates and moving details, comp city travel and other figures, status towards goals, and other projects.
- The DMO is producing its first Lunch and Learn event in Washington DC on May 17, 2017.
 - These events are to help court contacts based in/near the event location, offering a chance for the DMO staff to present the Atlanta Airport District to market influencers.

Minutes recorded by Daniel Summers, Jr.

- An impressive pop-up block with marketing information, contained within a custom envelope, was passed around as an invite to the event.
- The Board will receive a report on this event at our next meeting.
- Cookie Smoak, Ken Allen, and LaShanta Taylor will be meeting to update the College Park Mayor and Council soon; the City requested this meeting. An update will be sent after the meeting.
- Cookie shared a delightful comment about the success of the 2016 Airport District FAM.
- Andria Towne gave a Marketing Report
 - Details of new ad campaign.
 - Looking at new, improved ways to report details to our Community's municipalities
 - Advertising Calendar: in progress
 - Convention Services Report: in progress
- LaShanta Taylor reported on Finances
 - We'll soon start the budgeting process.

3. Discussion and Action

- Daniel Summers Jr asked for a procedural Motion to discuss and vote item 3.3 first as it would feed into the overall discussion, so motioned by Ken Allen, second by Lisa Churchfield. Passed.
- 3.1 Revision to By-Laws recommended by Legal
 - Ken Allen asked Daniel Summers Jr to give an update of these changes and why they were suggested by Counsel.
 - Per counsel the only two major changes were:
 - Removal of wording pertaining to "membership" Article 3.1.
 - Currently, we are fully operational with funding from the Hotel Motel Tax collection only and are not staffed sufficiently to take on the additional responsibilities associated with operating as a Membership Based Organization.
 - Should this ever change in the future, there is a "Reserved" place holder in the By-laws that could easily be amended with Board Approval.
 - Removal of the \$50.00 per Board Meeting stipend Article 4.17.
 - Since we were the only DMO in the State of Georgia to offer a stipend to Board Members, it was recommended by The Georgia Assn of CVB's, as well as, our legal counsel we remove this Article.
 - Because the Board is the governing body of the DMO, who approves budget and major expenditures and conducts the Presidents review and possible salary increases, it was determined to be a conflict of interest.
 - Daniel Summers Jr reported that other changes were mainly format-based or grammatical so as to match the format of the rest of the document.
 - For example, section 4.2 Composition and Selection of the Board, which now better outlines how each of us was appointed and any distinctive qualifications that differentiate one appointee from another.
- 3.2 By-Law vote
 - Motion to approve by Donelle Zunker, seconded by Stephanie: approved unanimously
- 3.3 Board Stipend review and vote

Minutes recorded by Daniel Summers, Jr.

- Tony Morrow motioned to change the By Laws and discontinue stipend, Linda Montgomery seconded; unanimous PASSED.
 - Stipends will be discontinued after this meeting.
- 3.4 Vote to amend 2016-17 budget for office move
 - LaShanta Taylor noted that the decision to move offices was made after the 2016-17 budget was approved. Because the expenses associated with the move are so significant, she suggested that the board amend the budget to account for the large expenses to be incurred this year.
 - There was a brief discussion and overall agreement as to the suggestion.
 - LaVerne Brown motioned to amend the budget for the office move, Tammy Hester seconded: approved unanimously. PASSED

LaVerne Brown invited attendees to stay a bit and explore the Delta Flight Museum.

Motion to adjourn by Kevin Bird, seconded by Tony Morrow.

The meeting was adjourned at 5:55pm.