**CVBD Board of Directors**

**Meeting Minutes**

**January 26, 2017**

Members Present: Peter Dunn, Nancy Musselwhite, Jason Caughron, Kathy Brandt, Ricardo Gonzalo, Bill Grant, Bill Baker, Alicia Wiley, Tammy Thompson

Members Absent: Doug McKendrick, Michael Bryan

Others Present: Katie Williams, Executive Director; Brooks Binder, Esq.

Nancy Musselwhite called the meeting to order at 11:40 a.m.

**Minutes**

* The Board reviewed minutes from the October 20, 2016 Board of Directors Meeting. Upon motion duly made and seconded, the minutes were unanimously passed.

**2017 Board Office Nominations**

* The nominating committee members presented the 2017 slate for officers and members. Upon motion duly made and seconded, the slate of officers and members was unanimously approved.

**Committee Reports:**

Executive:

* Nancy Musselwhite asked Jason Caughron to present the 2016 STR report to the board. Jason reported that while the STR report reflected a slight drop in occupancy for the year, it was due to the added inventory and that the number of rooms occupied for the year actually increased. ADR and REVpar for 2016 were essentially flat. Jason also reported that weekend occupancy grew in 2016.

Personnel:

* Katie Williams provided an update on the search for a Sales Manager and reported that a candidate had been identified and that she is hopeful that the position would soon be filled.

Financials:

* Bill provided an update on the 2016 financials and revenues, stating that tax revenues were 3% shy of budget, but were up 5% over 2015.
* Expenditures are in the process of being finalized and will be completed in time for the March board meeting.

**City of Dunwoody Report**

* Michael Starling reported on economic development activities for the City of Dunwoody.
* Michael’s report included an update on zoning issues, the parks master plan, the last-mile connectivity study, and the transportation plan update.
* Michael announced that the Development Authority would be holding a series of meetings called Shape Dunwoody and encouraged the CVB board members to attend.

**Director’s Report**

* Katie reviewed the Executive Director’s report that was distributed to the board prior to the Meeting and she provided year-end numbers for the CVBD. Katie also distributed an infographic outlining the 2016 marketing and sales activities and results.

**Old Business**

* 2017 Annual Meeting
  + Katie Reported that the 2017 Annual Meeting will be held on May 9 from 7:30 a.m. to 9:30 a.m. at the Atlanta Marriott Perimeter Center. The CVBD received quotes from the hotels to host the meeting, and the decision was based on the available space being proposed.
  + The keynote speaker for the meeting has been confirmed and will be Bob Somers, Senior Vice President – Global Sales for Delta. There is no speaker fee being charged.
  + Additional details are being planned and discussed by the Committee.
* Civic Projects Policy
  + Brooks Binder presented the draft civic projects policy. This policy is up for review and will be discussed at the next board meeting.

**New Business**

* 2017 Business Plan Presentation
  + Katie presented the 2017 business plan to the board.

The meeting adjourned at 1:10 p.m.