**CVB Board of Directors**

**Meeting Minutes**

**March 3, 2016**

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

Board Members Present:

Michael Bryan, Nancy Musselwhite, Tammy Thompson, Jim Mcswigan, Bill Grant, and Kathy Brandt

Guests Present:

Katie Williams, Executive Director and Brooks Binder, Esq., Bill Baker, General Manager at Perimeter Mall

**Meeting called to order: 11:39 a.m.**

Michael Bryan called the meeting to order and welcomed everyone. Everyone went around and introduced themselves to Bill Baker.

**Minutes:**

Minutes from the January 28 board meeting were reviewed. A motion to accept the minutes was made by Bill Grant seconded by Nancy Musselwhite. The motion passed unanimously.

**Director Report:**

Katie Williams reported on the year-to-date efforts of the bureau, which was distributed to the board. She shared that the sales team has uncovered 75 leads year to date, up 53% over 2015. And a total of 18 contracts have been signed, up 600% over 2015. More information on marketing projects and plans will be shared during the staff’s prentation of the 2016 buinsess plan later in this meeting.

**Committee Reports:**

Executive: Michael provided an update to the Board on his conversations with Katie Williams about identifying a strategy to present a clarifying message to the City to clarify what we do and why. The purpose is a mini PR campaign for the CVB and the Board of Directors, and could include editorial articles and events similar to the Tourism 101 event held previously by the CVB. Upon discussion of this idea, it was agreed that the Executive Committee would work on creating a strategy and would follow up with the board at the May meeting.

Personnel: Nancy Musselwhite reported that the CVB has hired a part-time content coordinator. Melanie Watson joined the organization in mid-February and is a recent graduate from the University of Georgia. She is focused on developing content for social media, the website, and digital campaigns.

Finance: Bill Grant reported that the first quarter financials will be ready in may. He provided an update on some recent changes to the bank accouonts to better position the CVB. He closed the BB&T moneymarket account and shifted that money to Piedmont Bank, where the checking account is held. This will provide back-up in the event of an overdraft due to the timing of hotel/motel tax transfers.

**New Business:**

At this time the staff joined the meeting for the 2016 business plan presentation. These members included Kim Trawick, Scott Richmond, and Sarah Steadman. Melanie Watson also joined the meeting to listen to the presetntation. The staff presented plans for the marketing and sales strategies for the year. A Power Point document of the presentation is available for board members or guests who wish to receive it. The board provided positive feedback on the year’s plans and commended the staff for all the work that is planned and accomplished.

Following the presentation, the board engaged in discussion on how to best present these plans to City Council, following up on Michael Bryan’s original comment of needing to better clarify what we do.

**Adjourn**:

There being no further business to discuss, the meeting was adjourned at 1:00 pm.

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Katie Williams, Executive Director

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Michael Bryan, Chair