

# Discover Dunwoody Board Meeting Minutes

▲ May 21, 2025

## In Attendance

- Maggie Rosa, Past Chair, Atlanta Marriott Perimeter Center
- Bill Grant, Treasurer, Bill Grant Homes
- Mariel Calello, Hapag-Lloyd
- Charlie Augello, East 48<sup>th</sup> Street Market
- Justin Campbell, Assembly Atlanta
- David Silver, JLL
- Lauren Sok, ~~Functionize~~ Health & Physical Therapy
- La Vonja De Yampert-Wynn, Hampton Inn & Suites Hotel
- David Toolan, CRH Americas
- Autry Graham, CTO Reality Growth
- Brooke Maclean, ~~Markedwake~~
- Ray Ezelle, Discover Dunwoody
- Mike (MJ) Jackson, Discover Dunwoody
- Mark Galvin, Discover Dunwoody
- Madison Holtz, Discover Dunwoody
- Ben Taylor, Discover Dunwoody
- And guests Nico Nicolosi, Perimeter Mall and Rosalyn Putnam, Leadership Perimeter

## Presentations

### Rosalyn Putnam discusses Leadership Perimeter

- Roslyn, Executive Director of Leadership Perimeter, was introduced and provided an overview of the organization's mission and flagship nine-month program. She shared her background in hospitality and emphasized the value of alumni engagement and cross-sector community collaboration. Mark and Madison shared personal experiences of how these programs have positively impacted community partnerships.

## **Board Meeting**

### **Administrative Items**

- Meeting called to order by David Silver
- February meeting minutes approved (Motion: David Silver, Second: Charlie Augello)
- Treasurer Bill Grant reported positive financial position

### **Operations Update**

- Brooke MacLean (Marketwake) and Autry Graham (CTO Reality Group) are introduced as new board members
- Ray reviewed Discover Dunwoody's Q1 performance, sharing positive trends in Occupancy, RevPAR, Room Revenue, and Rooms Sold. He encouraged the board to remain focused on sustaining momentum.
- The board discussed updates to the Memorandum of Understanding with the City of Dunwoody regarding the motel tax increase (from 5% to 8%). Discover Dunwoody plans to present the updated budget to city council. There are also efforts underway to transition payroll and HR services locally for improved alignment with city operations.

### **Sales & Marketing Initiatives**

- MJ encouraged aligning Discover Dunwoody's strategic plan with PCID, Create Dunwoody, Chamber of Commerce, and Economic Development. The board emphasized building deeper partnerships to enhance business travel and community visibility.
- Emphasis on Dunwoody's walkability, MARTA accessibility, and entertainment
- Mark discussed the upcoming website launch, scheduled for the following week. They emphasized improved functionality and visibility. Additional marketing ideas were discussed:
  - Holiday Headquarters strategy
  - Running/walking maps for hotel guests
  - Local restaurant and lunch traffic campaigns
  - MARTA arrival experience improvements

## Discussion Items

- Lauren Sok highlighted recent community initiatives from Functionalize.
- Charlie Augello spoke about East 48th Street Market's community events and history.
- Justin Campbell gave updates on upcoming projects at Assembly Atlanta.
- Brooke Maclean leads a group discussion on marketing strategy and what draws residents and visitors to Dunwoody. Topics included:
  - Educate locals about Discover Dunwoody's mission
  - Open Trolley Tours to residents
  - Promote lunch traffic to local restaurants
  - Incentivize hotel stays tied to local events
  - Add jogging/running maps to hotel lobbies
  - Highlight Dunwoody's accessibility and vibrancy
- Concerns were raised about the arrival experience at Dunwoody MARTA station. Suggestions included a Discover Dunwoody-sponsored station enhancement, improved signage, and visitor guides. An update will be presented at the next board meeting.
- Ray and MJ encouraged board members to contribute ideas for the August meeting. MJ emphasized the need to build on the past three years' successes and outlined future partnership strategies.

## Upcoming Dates & Adjournment

- **August 27, 2025 (Moved from Aug 20)**
- **November 19, 2025**

The meeting adjourned at 12:14 PM.