

Discover Dunwoody Board of Directors Meeting Minutes

Date: August 27, 2025

Location: Hapag-Lloyd

CALL TO ORDER

The meeting was called to order by David Silver at 12:34 PM.

ATTENDANCE

Board Members Present:

- Co-Chair: David Silver (JLL)
- Co-Chair: Ann Hanlon (Perimeter Community Improvement District; PCID)
- Sharon Kilmartin (Crown Plaza)
- Lauren Sok (Function Health and Physical Therapy)
- Jasmine Shah (Investment Banker & Event Planner)
- Justin Campbell (Assembly Atlanta)
- Mariel Calello(Hapag-Lloyd)
- La Vonja de Yampert-Wynn (Hampton Inn)
- David Toolan (CRH)

Absent:

- Past Chair: Maggie Rosa (Marriott Perimeter Center)
- Treasurer: Bill Grant (Bill Grant Homes)
- Charlie Augello (E 48th St Market)
- Brooke MacLean (Marketwake)
- Autry Graham (Ashford Lane)
- Stephanie Cantwell (Lost in Adventrue Travel)

Staff & Guests Present:

- Ray Ezelle (Discover Dunwoody, CEO)
- Mark Galvin (Discover Dunwoody, CMOO)
- Cathy Manginelli (Site Lead, Trinet Atlanta)
- Sabastian D'Alessio (Deputy Consul General of Argentina)
- Michael Starling (City of Dunwoody, Economic Development)
- Nick Nicolosi (Perimeter Mall)
- Madison Holtz (Discover Dunwoody, Branding and Multimedia Manager)
- Ashley Rossolillo (Discover Dunwoody, Digital Marketing Manager)

APPROVAL OF MINUTES

Motion to approve meeting minutes from May 2025.

- **Motion made by:** David Silver
- **Seconded by:** Sharon Kilmartin
- **Result:** Approved unanimously

FINANCIAL REPORT

Presented by: Ray Ezelle

Hospitality Performance (July 2025):

- Hotel tax revenue: \$54,000 above budget
- Room nights: 50,000+ (budgeted: 46,600; prior year: 45,000)
- Room revenue: +\$1,000,000 vs. prior year
- Occupancy rate: 67% (3rd in Atlanta Metro sub-market)
- Average Daily Rate (ADR): \$143.57 (3rd in region)
- Revenue per Available Room (RevPAR): ~\$150 (outperforming Georgia, U.S., and Atlanta overall)
- Dunwoody hotels outperformed Metro ATL except airport district and Sandy Springs in occupancy
- Pre-pandemic, Dunwoody was achieving its fair share in the market

Hotel Inventory Analysis:

- Dunwoody's 10 full-service hotels (upper upscale, upscale, upper mid-scale) average 352 rooms
- Crown Plaza is the largest property
- Perimeter full-service properties average 29 rooms
- Mid-year: Dunwoody hotels averaged 229 occupied rooms per night vs. perimeter properties averaging 155

Areas of Concern:

- Group room nights declining: 100,000 projected for year (down 7,000 from prior year)
- Q4 group business shows no signs of improvement
- Increase in OTA reservations correlating with group decline
- Dunwoody had better occupancy every day except Wednesday
- Sunday night occupancy remains a challenge
- Friday night bookings difficult without strong Saturday nights
- Monday nights affected by events like DragonCon and football

Governance Updates:

- Memorandum of Understanding (MOU) with city being updated
- Hotel tax rate:
 - 3.5% for tourism, convention, trade show, and marketing
 - 1.5% for city tourism product development
 - 3% for general fund
- Effective January 1, 2026: Third-party nonprofit to assume financial management (city will cease serving as accounting firm)
- Tax revenue submission: by 20th of each month (potential delays during transition)
- Bylaw revisions needed to align with updated MOU

STRATEGIC INITIATIVES

2026 FIFA World Cup Planning

Presented by: Sebastian D'Alessio (Deputy Consul General of Argentina)

Tournament Overview:

- 48 teams competing in June and July 2026
- 13 venues total; 9-10 in U.S.
- Argentina has qualified
- Atlanta hosting multiple matches: group stage, round of 32, and semifinal games
- Significantly different format from Qatar (one location); fans must decide whether to use one U.S. city as base or travel for every game
- Rising prices are key consideration factor for international fans

Argentine Consulate Strategy:

- Three main challenges during major sporting events:
 1. Consular services for nationals
 2. Cultural presentation
 3. Business opportunities
- For Copa America 2024, brought 15 tech and sports-related companies; organized chamber events
- Planning to use World Cup to showcase Argentine culture and facilitate trade connections
- Working with Ann, Michael, Mark, and team on marketing initiatives

Marketing Opportunities:

- Argentine visitors generally know Atlanta but unfamiliar with suburbs like Dunwoody
- Recent Argentina matches in Atlanta increased familiarity through sports media coverage
- Visitors who come to Dunwoody/Perimeter Mall area have favorable perceptions
- Targeting marketing toward various consulates and exploring partnerships

Local marketing Initiatives: Presented by: Mark Galvin

- "Passion Soccer" initiative as unique selling proposition: 5% of hotel bookings support underprivileged Latino youth
- Promotional channels: Telemundo, Grey Digital Media
- Target markets: Argentina, Brazil, Mexico, and other Latino countries
- Booking link: disdun.me/football
- World Cup Sports Committee (led by MJ) coordinating watch parties and consulate partnerships
- December 5th watch party planned
- Watch parties can host under 1,000 attendees without charge (must involve media partners like Fox or Telemundo)
- MJ's team seeking indoor training venues for local soccer team competing in tournaments

Trinet's Atlanta Expansion and Growth

Presented by: Cathy Manginelli

Company Overview:

- Professional Employer Organization (PEO) providing outsourced HR services for small to medium-sized businesses
- Services include HR, payroll, benefits, and compliance
- Approximately 3,500 U.S. employees, 1,500 contingent workers, 1,000-1,500 employees outside U.S.

Atlanta Office Development:

- Cathy relocated to Atlanta two and a half months ago as site lead
- Located at High Street
- Projected growth: 750-1,000 employees over next three years
- Current hiring pace: 54 people per week, with 50-60 new hires weekly until reaching 750-employee target
- Already exceeding space projections; needs additional floors beyond current space above Agave Bandido and Butcher & The Boar

Return to Office Strategy:

- New CEO implemented return-to-office policy

- Location decision: Atlanta vs. Charlotte
- Atlanta selected due to incentives, relationships, connections, and superior airport access
- More executives relocating than anticipated (CEO, COO, Chief Legal Officer)
- Talent pool exceeded expectations: one posted role received over 250 qualified applicants within two days

Community Integration:

- Discover Dunwoody instrumental in helping Trinet navigate local partnerships, hotel preferences, community connections
- Culture committee has over 50 volunteers with numerous community engagement ideas
- Exploring partnerships for ice skating at High Street, food trucks, toy drives
- Plans to use High Street green space for holiday activations and community events
- Potential coordination with local police and organizations for Toys for Tots partnership

Community Engagement & Business Development

Presented by: Various Speakers

Local Business Priorities:

- Executives administrators prioritize keeping activities within Dunwoody
- Perimeter Executive Assistance Collective (PEAK) quarterly meetings

Community Events & Programming:

- Partnerships with PCID: "Playfully Perimeter" at Perimeter Summit, fall festival, December holiday event (city of Delaware leading financials)
- **Lauren Sok:** Function Health scavenger hunt, October 2nd (free, all ages, incentivized with raffle tickets and prizes)
- Holiday Headquarters development in progress; Black Friday identified as the busiest shopping day
 - Holiday-HQ.com
 - HolidayHeadquarters.com
- Community Engagement Committee developing new resident connections (stickers, networking events)

Commercial Development & Infrastructure

Presented by: Michael Starling, Nick Nicolosi, Ray Ezelle

Retail Updates:

- Mall continues seeing 7.5-8 million annual visitors; 80,000 daily visitors to Dunwoody overall
- New tenants: Lego Store, Gotcha (Japanese-inspired arcade concept)
- Chubby Cattle restaurant opening early September (same operator as Wagyu concept)
- Apple Store and Footlocker highlighted as major draws
- Recent break-in at shoe reseller near dealership entrance (handled by police and security)

Infrastructure & Development:

- Perimeter CID special tax district supporting infrastructure projects
- District-wide survey: positive perceptions of cleanliness, safety, amenities; commute issues remain concern
- Office-to-residential conversions: 163 townhomes planned (reducing vacancy, supporting retail/residential growth)
- Assembly Atlanta (former GM plant): Mixed-use development with NBCUniversal-anchored film/TV studio complex, plus 80 acres for restaurants, hotels, amenities
- Urban Land Institute visited Dunwoody Village; final report due in 6-8 weeks

Digital Marketing & Technology

Presented by: Mark Galvin

- Marketwake handling SEO and email marketing
- Recent website launch caused temporary traffic drop; SEO rebuilding in progress
- AI-driven search trends impacting traffic patterns
- Increased competition for key search terms
- Blogs and website content prioritized to maintain visibility

BOARD COMPOSITION

Discussion regarding adding new board members (corporate and at-large representatives) to increase flexibility and engagement. Cathy Manginelli suggested as potential member due to strong involvement and networking capabilities.

ACTION ITEMS

Financial/Governance:

- Schedule virtual meeting to review and finalize bylaw revisions
- Review treasury report and financials distributed to attendees
- Prepare for transition to third-party financial management (January 1, 2026)

World Cup Initiatives:

- Finalize December 5th World Cup watch party details
- Coordinate restaurant participation (extended hours, special menus)
- Explore indoor venue options for international teams' training/practice
- Promote Passion Soccer hotel booking initiative via website and media partners

Community Engagement:

- Organize working lunch for economic development updates
- Continue Discover Dunwoody sticker distribution in retail stores
- Connect Cathy Manginelli with Jake Berger (High Street) regarding ice skating rink proposal
- Connect relevant parties with Jake (High Street VP of Development) for community event collaboration
- Coordinate with police/organizations for Toys for Tots partnership

OPEN ISSUES

Strategic:

- Specific World Cup marketing strategies and leadership roles undefined
- Declining group room nights with no Q4 improvement expected
- Wednesday and Sunday night demand optimization needed
- Friday night bookings challenging without strong Saturday nights

Governance:

- Bylaw revision timeline and virtual meeting schedule: November 13, 2025.

ADJOURNMENT

The meeting was adjourned at 1:07 PM by David Silver.

Next Meeting: November 19, 2025, 11:00 AM at the offices of Discover Dunwoody

Minutes prepared by: Mark Galvin

Minutes approved: _____

Date of approval: _____