

DISCOVER DUNWOODY

Board of Directors Meeting Minutes

February 18, 2026 | 11:30 AM – 1:00 PM

Attendees

Board/Staff Present: Ray Ezelle (Executive Director), Mark Galvin (Chief Marketing & Operating Officer), Mike (MJ) Jackson (Chief Sales Officer), Ann Hanlon (Executive Director, Perimeter CIDs / Board Chair), Bill Grant (Treasurer), David Silver (Past Board Chair, JLL), Nick Nicolosi (Perimeter Mall/GGP), Cathy Manginelli (Chief Talent Officer, TriNet), Charlie Augello (East 48th Street Market), Sharon Kilmartin (Regional Director of Operations, IHG / GM, Crowne Plaza Ravinia), La Vonja De Yampert-Wynn (GM, Hampton Inn & Suites / Vice Chair), Lauren Sok (Functionize Physical Therapy / Dunwoody Village Merchants Alliance), Autry Graham (Ashford Lane / RealtyGrowth)

Virtual: Mariel Calello (HSVP of HR, Hapag-Lloyd North America)

Call to Order

The meeting was called to order by Ann Hanlon.

Approval of Minutes

The Board meeting minutes from November 2025, were processed and approved.

1st: Sharon Kilmartin; 2nd: David Toolan; Unanimous approval.

Board Member Introductions & Updates

Mariel Calello, Hapag-Lloyd: Announced the \$4.2 billion acquisition of Zim shipping line (signed the day prior) in partnership with FIMI, a private equity firm. Regulatory approvals and organizational modeling to follow. Potential for increased headcount at the Dunwoody headquarters. The acquisition increases Hapag-Lloyd's TEU capacity from ~2.5M to ~3M, maintaining its position as the fifth-largest global shipping line.

Cathy Manginelli, TriNet: Continuing relocation of their "People's Center" to Dunwoody; seven to eight months into the transition. Earnings slightly bumpy due to sector-wide SMB challenges. New CEO in place ~18 months; additional C-suite changes expected in coming quarters.

David Toolan, CRH Americas: Largest road builder and asphalt/cement manufacturer in North America. ~70% of work tied to government infrastructure bills. Announced return to four days in office starting March 1.

Charlie Augello, East 48th Street Market: Celebrating 40th anniversary in September 2026. Sales stabilizing.

Sharon Kilmartin, IHG / Crowne Plaza Ravinia: IHG posted 1.5% global RevPAR growth and 13% profit increase. Crowne Plaza overcame a \$1M CDC cancellation to meet budget in 2025. Pace for 2026 looking solid. Expressed strong appreciation for Discover Dunwoody's group and business travel support.

La Vonja De Yampert-Wynn, Hampton Inn & Suites: Hotel turning 10 years old in May. Focus on guest stay experience and product improvement/renovations. Training team on community engagement with Discover Dunwoody trolley tours.

Lauren Sok, Functionize Physical Therapy: Growing demand for proactive longevity-focused physical therapy. Adding a functional medicine doctor. Set date for Scavenger Hunt (April 23). Leads the Dunwoody Village Merchants Alliance to increase activation.

Nick Nicolosi, Perimeter Mall / GGP: Traffic up a few percentage points; sales up year over year. Aritzia (Canadian retailer) coming soon. Food court relocation plans advancing. Shared Placer AI data: office workers in the perimeter district still down ~20% vs. pre-COVID, visitors down ~10%, but residents up ~20% (+11,300 residents from multifamily development).

Autry Graham, Ashford Lane: 99% leased. Visitor traffic up 9–11% in 2025. Planning World Cup activations with a large digital screen and designated entertainment/cocktail area.

Ann Hanlon, Perimeter CIDs: Dunwoody/DeKalb commercial property tax revenues trending upward (Fulton County side trending down). Major projects: GA-400 express lanes (contractor hired), I-285 top-end managed lanes in procurement. CID planning aesthetic bridge treatments on 11 structures. Trail connectivity progress: Path 400 to Buckhead construction underway; future continuous trail from Perimeter to Beltline within ~2 years.

David Silver, JLL: Working on mixed-use consulting including the David Beckham-backed soccer stadium in Ft. Lauderdale (opening April 4). JLL earnings up 10% YOY. Announced move to Sebastian, Florida. Recognized for his Board service with a commemorative gift.

Treasurer's Report

Approval of Financial Report

The financial report was also presented and voted on.

1st: Bill Grant; 2nd: Ann Hanlon; Unanimous approval.

Bill Grant reported that all accounts have been consolidated to United Bank.

2025 Tourism & Economic Impact

- 523,000 room nights across 10 hotels
- \$143 average daily rate
- ~\$500M+ total visitor economy impact for Dunwoody
- 11,000+ tourism-supported jobs; zero cost to residents
- ~10% visitor leakage (overnight visitors staying outside Dunwoody) identified as an opportunity

2026 Budget & Outlook

The 2026 budget targets 2.5% growth in room nights and 2.9% growth in hotel revenue. Q1 is expected to be challenging (group business down, transient booking slow), though January should exceed its revenue budget. Q2 is budgeted up 8%, with group room nights currently 40% ahead of the same time last year. June occupancy is tracking 30% above 2025. The team is managing expenses tightly given World Cup uncertainty.

FIFA World Cup 2026 Update

The first Atlanta match (France vs. Cape Verde) shows 115 hotel reservations with ADR up 28% over the comparable period. However, knockout-stage games fall on Tuesday/Wednesday nights when Dunwoody hotels already run 86–92% occupancy, making displacement risk a key concern. One Sandy Springs hotel was noted charging \$1,000/night—an outlier. Marketing

efforts continue with Gray Digital, targeting Spain, Mexico, Argentina, and England markets. Ashford Lane plans game-day activations.

Sales Report (MJ Jackson)

Strategy focused on targeting perimeter-area companies in Sandy Springs and beyond. Recent trade show activity included PCMA (partnering with Atlanta CVB—Dunwoody and Gwinnett were two Georgia DMOs present) and RCMA (religious conference market). Government per diem for Dunwoody is \$197 vs. \$126 (Cobb) and \$110 (Gwinnett), positioning Dunwoody well for government business.

Marketing Report (Mark Galvin)

- AI & SEO: Exploring AI-readiness for the website.
- Gray Digital Marketing: Quarterly on-site filming of commercials targeting World Cup audiences (Spain, Mexico, Argentina, England).
- New website features: AI-powered chatbot and an events aggregator pulling from 15+ local sources.
- Community engagement: Table at the Dunwoody Arts Festival; “Taste of Dunwoody” program in development (partnership with Create Dunwoody and Greater Perimeter Chamber).
- Best of Dunwoody (Dunwoody Crier): Board members encouraged to vote for Charlie (East 48th Street Market), Lauren Sok (Functionize), and Discover Dunwoody.
- The PEAK (Perimeter Executive Admin Koalition) program continues with plans to expand to CRH, WestRock, UPS, and others. A new HR-focused networking initiative is being developed with support from Cathy (TriNet) and Mariel (Hapag-Lloyd).

Other Business

- **High Street Hotel:** Plans exist for a 145-room boutique hotel (not the 400-room Hyatt Regency listed on CoStar, which is speculative).
- **Assembly Atlanta:** Film/TV production activity remains slow. Fast & Furious installment expected to film there, possibly Q3. NBCUniversal managing bookings.
- **Board Updates:**
 - Ann Hanlon – Board Chair;
 - La Vonja De Yampert-Wynn – Vice Chair;
 - Bill Grant – Treasurer;
 - David Silver – Past Chair (departing). David was recognized for his service.
- **Committees:** Information on committee opportunities (Community Engagement, Sports Group, Government, Finance) to be circulated.

Next Meeting

May 20, 2026 at 11:30 AM

Adjournment

A motion to adjourn was made, seconded, and approved unanimously at 1:08.