

DISCOVER DUNWOODY

Board of Directors Meeting Minutes

May 20, 2026 | 11:30 AM – 1:00 PM

Attendees

Board/Staff Present:

- Ann Hanlon (Executive Director, Perimeter CIDs / Board Chair)
- 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)
- Brooke MacLean (CEO, MarketWake)
- Justin Campbell (VP of Studio Operations, Assembly Atlanta)
- David Toolan (Deputy General Counsel, CRH Americas)
- Jasmine Shah (Event Planner, IDEA!)
- Ray Ezelle (Executive Director)
- Stephanie Cantwell (Owner, Lost in Adventure Travel)
- Mark Galvin (Chief Marketing & Operating Officer)
- Mike (MJ) Jackson (Chief Sales Officer)

Virtual:

- Mariel Calello (Head of HR, Hapag-Lloyd North America)

Guest Speakers

GHLA & GRA

- Chris Hardman (CEO, GHLA) & Stephanie Fischer (CEO, GRA) presented.
- Atlanta leads all U.S. FIFA host cities in hotel performance; avg. Georgia stay: 2.8 nights.
- GHLA: 8 of 10 bills passed this session.
- SB 570 – Human Trafficking Training Act: Annual training required for all hotel & short-term rental employees; effective July 1.
- HB 1470 – ADA Website Tort Reform 2.0: Hotels/restaurants can recover attorney fees in fraudulent ADA website lawsuits.
- Shrimp Bill: Imported shrimp placard required (country-of-origin labeling eliminated); effective July 1.
- SB 430 – Destination Protection Act 2.0: Merit-based review board must approve any diversion of CVB hotel tax funding. Signed into law.
- Not passed; reintroduced 2027: No Pay/No Stay; Stop Online Booking Scams Act.
- Georgia tourism marketing: \$5.7M vs. Tennessee's \$52M. New revenue stream legislation coming 2027. \$5 DOT fee (~\$3.2M/yr) targeted for redirection to tourism.

City of Dunwoody Economic Development

- Infor (tech): Relocating from Alpharetta + NYC C-suite to Campus 244; ~500 jobs.
- Choate Construction: HQ relocating from Sandy Springs; January 2027; ~200 jobs.
- Total Quality Logistics: Relocating from downtown to Sterling Point; ~100–120 jobs.

- Additional company (TBD): Long-term lease starting summer 2027, relocating from Embassy Row.

Perimeter CIDs Update

- GA-400 Express Lanes (\$11B): Under construction; one lane each direction, North Springs MARTA to Forsyth County.
- Top-End I-285: In procurement; vendor selected by end of 2026. East side (GA-400 to Peachtree Industrial) first. Ashford-Dunwoody DDI to be fully redesigned/rebuilt at state expense.
- Aesthetic bridge treatments: 2 in Dunwoody (Perimeter Center Pkwy, Ashford-Dunwoody), 4 in Sandy Springs.
- Hapag-Lloyd acquisition: Formal signing expected Q4 2026; additional Dunwoody staff anticipated summer 2027.

Board Meeting

Call to Order & Approval of Minutes

- Meeting called to order by Ann Hanlon at 12:19 PM
- February 18, 2026 minutes approved. 1st: Charlie Augello; 2nd: David Toolan; Unanimously approved.

Treasurer's Report

- Bill Grant absent; Ray Ezelle presented.
- YTD NOI: \$54,000 ahead of budget (budgeted -\$45K; actual -\$9K).
- Backup signatory: Tabled; Ray to research for next meeting.

Hotel Performance & FIFA World Cup Update

- Q1 2026: 64% occupancy, \$143 ADR, RevPAR -7.5% YOY – ranked 3rd in Metro Atlanta.
- June 15 match (Spain vs. Cabo Verde): 411 reservations, +37% rooms, +24% ADR.
- Spain vs. Saudi Arabia: +46% rooms, +37.6% ADR.
- Round of 32 (July 1): Likely England. Round of 16: Likely Argentina vs. USA. Semifinal: Likely Argentina vs. England.

Sales Report

- YTD pacing: 90,000 room nights Contracted (vs. 89,000 in 2025); projected full-year: 106,000 PACE.
- May group pace: +202% YOY.
- Q1–Q2 incentive/rebate program: ~13,000 actualized rooms in both 2025 and 2026.
- ACVB now pursuing groups of 10+ rooms; DMOs from Nashville, Orlando, Tampa, Charlotte, New Orleans, and others actively soliciting Atlanta planners.
- Upcoming: GSAE conference (4 Dunwoody hotels participating); MPI Georgia Chapter social media takeover.

Marketing Report

- Trolley Tour: 2nd Thursday monthly. Podcast: Monthly with Matt Weber. PEAK luncheon: Last at McKendrick's; Lauren Sok on workplace wellness.
- Community events: Lemonade Days, Green Acres & Keggs, Dunwoody Arts Festival (~2,000 stickers).
- MarketWake: Keywords +28% (2,500 tracked); in 35 AI queries w/ positive sentiment; email referrals +11x; 2 blogs/week; traffic growing from Dallas, Nashville, Charlotte.
- Gray Digital: Paid search – 43K impressions, 5.35% CTR. Paid social – 20M impressions, 386 leads. Streaming audio – 96% completion. YouTube – 140K completed views, 35–36% CTR.

Other Business

- Office Relocation: Negotiating at High Street; Current lease expires April 2027. 2027 rent at potential office ~\$82K with abatements. Board: no objections.
- Assembly Atlanta: 8 active productions. Band Shell event: June 27.
- TriNet Dunwoody: Phase 1 office opening August 2026; ~500 employees by year-end; 200-person training space available to community.
- HR Networking Program: In development with TriNet & Hapag-Lloyd for Perimeter HR professionals.
- Open committees: Community Engagement, Sports Group, Government, Finance.

Next Meeting

- August 19, 2026 at 11:00 AM

Adjournment

- Motion to adjourn made by: David Toolan, seconded: Lauren Sok, and approved unanimously. 12:55 PM