

- a. DCAC Minutes – February 26, 2025



Discover Chamblee Advisory Committee
Regular Meeting Minutes
– February 26, 2025 – 12:00 PM –

1. Call to Order

- **Present**

- Siri Emerjee, Discover DeKalb
- Michael Vescio, Discover DeKalb
- Faith Baker, Courtyard Atlanta Dunwoody
- Cathy Hart, Atlanta Marriott Northeast/Emory Area
- Barrett Madrigal, Resident
- Anishah Pradhan, Resident
- Jimmy Furst, City Council
- Paul Stovall, City Council
- Brittney Lindsay, City Staff
- Shannon Wiggins, City Staff

- **Absent**

- N/A

- **Additional Attendees**

- Ashley Youmans, City Staff

2. Announcements and Presentations

- Welcome New Members
 - City staff welcomed Faith Baker from the Courtyard Atlanta Dunwoody, Cathy Hart from the Atlanta Marriott Northeast/Emory Area, Anishah Pradhan a Chamblee resident, and Council Member Paul Stovall to the 2025 Discover Chamblee Advisory Committee.
- City Hall Trailer Presentation
 - City staff presented the event trailer with the new wrap showcasing a collage of event photos.

3. Staff Reports

- Discover DeKalb Marketing Update
 - Presented and discussed.

4. Old Business

- 2025 Budget Update
 - City staff presented updates to the budget.
- Atlanta United Watch Party Update
 - City staff presented La Raza 102.3/107.1 FM as the radio outlet

promoting the Atlanta United Watch Party on March 22. Total cost presented was \$8,500 and was allocated from the Event Marketing – Atlanta United Watch Party line item in the 2025 budget.

- Motion to approve the radio outlet for the Atlanta United Watch Party marketing to not exceed \$8,500 – Barrett Madrigal
- Second: Michael Vescio
- All in Favor
- Chamblee Art Fest Update
 - City staff presented the Chamblee Art Fest as receiving \$5,000 from the community partnership line item in the 2025 budget.
 - Motion to approve the \$5,000 marketing support for the Chamblee Art Fest – Barrett Madrigal
 - Second: Michael Vescio
 - All in Favor

5. Approval of Minutes

- DCAC Minutes – December 18, 2024
 - Motion to approve the December 18, 2024, minutes – Barrett Madrigal
 - Second: Siri Emerjee
 - All in Favor

6. New Business

- Expedia Update
 - Discover DeKalb presented the decision to conclude the contract with Expedia and proposed an incentive program where hoteliers will be reimbursed up to \$2,500 for their individual advertising/marketing spend per month on any platform.
 - The conclusion of the Expedia Campaign added \$22,800 to the budget in which Discover DeKalb proposed the funds be allocated to digital advertising with Access Atlanta.
 - Motion to approve the Access Atlanta Digital Campaign – Barrett Madrigal
 - Second: Michael Vescio
 - All in Favor

7. Staff Action Items

- N/A

8. Adjournment – Next Meeting Wednesday, February 26, 2025 | 12-1:30 pm | City Hall Council Chamber