

1. The issue of the hotel/motel tax is ultimately of trust and taxes.
2. All involved in cityhood formation.
 1. Citizens for Dunwoody.
 2. Dunwoody YES!
 3. Countless other groups.
3. More importantly, an overwhelming desire to allow the citizens of Dunwoody to fulfill Dunwoody's vision.
4. "Local Decisions, Close to Home" is what we all said.
5. We also all said we could provide the same level of service for the same level of taxes. Nice way to promise no tax increase.
6. Two views of governance.
 1. CEO Liane Levitan. Committed to empowering local community based organizations.
 - i. Brook Run.
 - ii. Murphy Candler Park.
 - iii. Dunwoody Nature Center.
 - iv. Spruill Center for the Arts.
 - v. PCID.
 2. CEO Vernon Jones. Committed to DeKalb County government running local community based organizations.
 - i. Brook Run.
 - ii. Murphy Candler Park.
 - iii. Dunwoody Nature Center.
 - iv. South DeKalb Arts Center.
 3. Notice I left out PCID.
 - i. Governance model is not for profit run by the business.
 - ii. I was involved in that decision as Commissioner Boyer's representative.
 - iii. It is a model of effectiveness.
 - iv. It is a model run by the affected businesses.
 - v. It is a model which withstood what all of us agree was a CEO interested in control. Nice way of saying CEO Jones' politics was unable to otherwise damage an effective community based organization due to its governance structure.
7. We face the exact same question now, should we create an authority governance model which will be political; or should we create a nonprofit model which is effective.
8. Political authority or nonprofit (c)(6)?
9. Even before the egg is hatched we have been counting our hotel/motel tax chickens.
 1. City manager has already discussed committing hotel/motel tax funds towards a Dunwoody Arts Festival.
 - i. Maybe good idea, but shouldn't the entity charged with expending the funds make that decision.
 - ii. More importantly, should we first talk to the Spruill Center for the Arts, Dunwoody Fine Arts Guild and Dunwoody Historic Preservation Trust as our local community based organizations?

2. There already has been discussion about who should serve as the executive director.
 - i. That is a decision which should be made by the entity.
 - ii. If we want a professional, we need to act professionally.
3. There has already been discussion about using the hotel/motel tax proceeds to facilitate a railroad museum or a turn of 19th century attraction at one of the historic Dunwoody homes.
10. While premature and without malice, this is just the beginning of how authorities can become political.
11. We have already discussed a couple of good examples of this where the political leaders mean well at the time.
 1. Fan Plex.
 2. Laurel & Hardy Museum.
 3. GA Music Hall of Fame.
 4. GA Golf Hall of Fame.
12. In each instance, these are kept open with major subsidies.
13. So what is the difference between an authority versus (c)(6).
 1. Authority.
 - i. Perpetual until affirmatively dissolved by City Council.
 - ii. Authority can issue bonds.
 - iii. Members appointed by government officials.
 2. (c)(6).
 - i. Each year must renew contract with City; therefore performance based, not perpetual.
 - ii. Can attract grants unavailable to authorities.
 - iii. Membership based nonprofit.
14. Major question about whether the City has the legal power to create an authority.
 1. “Section 1.05 Tourism, conventions, and trade shows. The Dunwoody Convention and Visitors Bureau is hereby created.”
 2. The language lacks the word “authority”, meaning the City is not empowered to create an authority.
 3. In contrast, the City has the power and in fact has already created the Dunwoody Development Authority.
15. CVB’s are uniquely business oriented.
 1. Already know the concept was created out of the hotel industry and chamber of commerce desires to create a hotel/motel marketing facility.
 2. 75% of the CVB’s in Georgia are (c)(6)’s.
 3. Remember, the tax is 5%, of which the city receives 3% off the top for operations; goal is to use the 2% effectively to grow the 3% so we pay less taxes.
16. As the PCID has worked to the benefit of Dunwoody, so to will the hoteliers and other members of a (c)(6) work to Dunwoody’s benefit—indeed the hoteliers are all members of the PCID and have a demonstrated track record.
17. The issue before the City Council is distinguished from other public boards of Planning Commission, Zoning Board of Appeals, and Community Council.

1. Those are uniquely public functions under the police power of government.
2. CVB's are uniquely business growth and development within the community.
18. The issue of \$125 per head in bed cost is an inappropriate metric.
 1. There is a 7 to 1 ratio of benefit to costs.
 2. Benefits first to retail shopping, restaurants, then to hotels.
 3. Same metric applies to both authority or (c)(6), not a distinguishing criterion.
19. We have met with both other cities and statewide entities for advice.
 1. Cities include Marietta, Alpharetta, Sandy Springs, and Decatur.
 2. Statewide representatives and entities include Joy Walstrum with Tourism Development Alliance of Georgia; Brittney Gray and Bruce Green with Atlanta Metro Regional Tourism Representative, Georgia Department of Economic Development; Michael Bush, Director of Research Department of Community Affairs.
 3. The representatives from the private entities state authorities are more political, more difficult to dissolve, and take up more consulting time respecting the bounds of allowable hotel/motel tax expenditure issues.
20. Recommend City enter into a contract with a (c)(6) with the following board.
 1. 9 members.
 2. 3 appointed by city.
 3. 3 appointed by hoteliers.
 4. 1 retail/restaurant.
 5. 1 PCID.
 6. 1 Dunwoody business organization.
21. This decision is a matter of trust and taxes.
 1. Trust: should we have government decide how to grow business in Dunwoody, or rely upon the private sector under a performance based yearly contract.
 2. Taxes: should we have government decide to spend funds on projects which require subsidies to facilitate operations, or rely on the private sector to effectively market Dunwoody's strengths to expand Dunwoody's economic activity, and hence tax collections.
22. "Local decisions, close to home" has meaning.
 1. It does not mean substitute one form of government for another.
 2. It means let our citizen based organizations, which includes businesses, serve.
 3. If we do that, then we will have a City we are proud to call home.