

**City of Sandy Springs, Georgia  
Hospitality Board  
Minutes  
Regular Meeting  
Thursday, October 26, 2017  
8:00 am**

**Sandy Springs Perimeter Chamber of Commerce Offices  
Six Concourse Parkway, Suite 3300  
Sandy Springs, Georgia 30328**

**Members Present:** Mayor Russell K. Paul, Chairman  
Tom Mahaffey, Board Member  
Bruce Alterman, Board Member  
John Visconti, Board Member  
Pam Rosenthal, Board Member  
Eugene Jordan, Board Member

**Staff Present:** Jennifer Cruce, Executive Director-Visit Sandy Springs  
Dennis Kemp, Director of Sales-Visit Sandy Springs  
Anna Nikolas, Event & Tourism Product Development-Visit Sandy Springs  
Cynthia Adams, Welcome Center Manager - Visit Sandy Springs  
Amy Metzler-SMERF Sales Manager-Visit Sandy Springs  
Nadia Merritt-Welcome Center Information Specialist-Visit Sandy Springs  
Dan Lee-Attorney for Visit Sandy Springs  
Karen Ellis, Finance Director, (City of SS)  
Andrea Worthy-Economic Development Director, (City of SS)

Emily Paul-Sales Coordinator-Homewood Suites Atlanta Perimeter  
Charmaine Lane-Director of Sales-Comfort Inn  
Mindy Laffler-Assistant Director of Sales-Comfort Inn

The Meeting was called to order at 8:02 AM by Mayor Paul.

Mayor Paul asked for a motion to approve the June 22, 2017 Hospitality Board meeting minutes. Eugene Jordan made the motion to approve the minutes and Pam Rosenthal Seconded. The meeting minutes were unanimously approved by board members present.

**I. Financials**

**Karen Ellis**

Finance reported on July, August, and September 2017. Expenditures are at 25% of forecasted budget at the end of September. Reports were included in the board packets.

## **II. Sandy Springs H&T Reports**

**Jennifer Cruce**

### **Advertising and Marketing**

Cruce presented the ads for August and September, including reports from Paramore Digital Media concerning digital ad buys and performance. Cruce also presented the print ads that were placed in several publications.

### **Public Relations**

Cruce provided information on public relations efforts and publicity received for August and September 2017 from various media (digital and print) sources handled by Pineapple PR.

### **Smith Travel Report**

Cruce reported on Smith Travel Report statistics for August 2017 and September 2017 including Occupancy, ADR, and RevPar. Reports were included in board packets.

## **Meetings, Sales Missions, Events**

### **Key Meetings Attended**

Cruce reported on recurring meetings with AMTA, Hospitality Highway, Sandy Springs Restaurant Council, bi-weekly meetings with Pineapple PR and Paramore Digital, and bi-weekly meetings with Paramore. She also reported key meetings related to sales, event development and marketing for the office. Nikolas attended many meetings for Spooky Springs and Holiday Lighting Event.

### **Sales Missions & Events**

Cruce, Kemp, and Metzler presented the sales efforts for August and September which included e-mail., phone calls or in-person meetings by the Sales Team. The sales efforts were reported in the new Leads Report by Metzler. All of the sales calls and leads are now being recorded in detail in the CRM. The Sales Team completed several sales missions and attended many sales events which included Connect Marketplace (Kemp), SYTA Annual Conference (Kemp), Virginia, North Carolina, South Carolina Regional Annual Conference (Kemp), Bar & Bat Mitzvah Expo (Metzler), Perimeter North Family Reunion Workshop (Metzler, Adams), and Sandy Springs Chamber Golf Tournament (Kemp). Kemp and Metzler attended the Atlanta Lodging Outlook 2018 and the Visit Sandy Springs staff worked an expo both at the Sandy Springs Festival Other key events reported included the very successful Spooky Springs in October, Sandy Springs Restaurant Week coming up in November and a Holiday Lighting Event being planned for December.

**III. Discussion**

Board members discussed moving the Spooky Springs event to City Springs due to the increase of attendees this year and the fact that food trucks are now allowed to vend in Sandy Springs. Mayor Paul spoke about the success of the tours of City Springs at the Sandy Springs Festival. He also said that move in date for City Hall is tentative for April 2018 and the opening of the Performing Arts Center is tentative for August 2018.

Mayor Paul asked for a Motion to adjourn the Board Meeting. Tom Mahaffey made the motion to adjourn the Meeting and John Visconti seconded the motion. Mayor Paul adjourned the Board Meeting at 9:43 A.M.

Next meeting January 4, 2018 at 8 AM.

Faithfully submitted:

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Mayor Russell K. Paul, Chairman

ATTEST:

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Jennifer Cruce, Executive Director – Hospitality and Tourism