

**City of Sandy Springs, Georgia
Hospitality & Tourism Board
Minutes
Regular Meeting
Thursday, November 1, 2018
8:00 am**

**Sandy Springs City Hall
Meeting Room A-3rd Floor
1 Galambos Way
Sandy Springs, GA 30328**

Members Present: Mayor Rusty Paul, Board Chairman
Tom Mahaffey, Board Member
Bruce Alterman, Board Member
John Visconti, Board Member
Eugene Jordan, Board Member
Pam Rosenthal, 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
Samantha Marks, Marketing & Social Media Manager- 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
Sharon Kraun-Communications Director (City of SS)
Toni Carlisle-Assistant Finance Director (City of SS)
Caitlin Grace-Executive Meetings Manager-Westin Atl. Perimeter North
Shannon Gray-CEO-Gray Research Solutions (via join.me)

The Meeting was called to order at 8:01 AM by Mayor Paul

Mayor Paul asked for a Motion to approve the August 23, 2018 Hospitality Board Meeting Minutes. Bruce Alterman made the motion to approve the Minutes and Eugene Jordan seconded. The Meeting Minutes were unanimously approved by Board members present.

I. Financials

Toni Carlisle

Financials were presented by Toni Carlisle. All revenues and expenses are trending as expected. The September 2018 Financial Highlights reports were included in the board packets.

II. Presentation of Visitor Profile Study

Shannon Gray of Gray Research Solutions presented the visitor profile study of Sandy Springs with the objective to thoroughly assess various visitor types to Sandy Springs and to understand what drives visitation for these groups in order to grow tourism. These methods included immersion, meetings and reconnaissance, a lodging product assessment and survey, a group travel analysis, and a leisure visitor profile study.

III. Visit Sandy Springs Reports

Jennifer Cruce

Marketing and Public Relations

Marks presented the ads for August and September 2018, including reports from Paramore Digital Media concerning digital ad buys and performance. Two new “Well Played” social media videos were presented. Marks also presented the print ads that were placed in several publications and a summary of PR activities and publicity received through Pineapple PR for those months. Cruce and Mayor Paul discussed recent changes at Paramore and the intention to move forward working with another digital agency.

Smith Travel Report

August and September 2018 reports included Occupancy, ADR, and RevPar. Reports were included in board packets.

Meetings Attended

No report for meetings attended.

Events

Nikolas reported that Spooky Springs was a well-attended success. The planning stages continue for Restaurant Week November 3rd -9th. Nikolas continues to work with more restaurants she is asking to participate in the event, which incorporates the Elegant Elf and the introduction of featured cocktails/drinks to help promote marketplace. Sparkle Sandy Springs is in the planning stage and is being moved to City Springs. The number of houses will be increased from 10 to 20. Nikolas would like to include the Aston Apartments’ participation in Sparkle with a balcony decorating contest. Nikolas also reported that the Lantern Parade received the IFEA Bronze Award, Best Parade (under \$250,000) category.

Sales

Metzler presented the Sales Activity which included e-mail, phone calls or in-person meetings by the Sales Team. Sales activities reported by Kemp and Metzler recounted the sales-related events which are 2018 Atlanta Lodging Outlook Seminar, Perimeter North Family Reunion Workshop, Going on Faith Travel Conference, Bridal Extravaganza of Atlanta, Connect Association

Conference, SYTA Annual Conference, Destination Southeast. Metzler reported on the upcoming sales events which are Connect Faith, Connect Georgia and GACVB Group Sales Symposium.

IV. Discussion

Mayor Paul talked about a possible Phase II of City Springs, a cultural center to be built in a location near City Springs, which could include a long term solution for Hospitality. .

Mayor Paul asked for a Motion to adjourn the Board Meeting. Tom Mahaffey made the Motion to Adjourn the Meeting and Pam Rosenthal Seconded the Motion. Mayor Paul adjourned the Board Meeting at 9:14 A.M.

Next meeting January 10, 2018 at 8 AM.

Faithfully submitted:

Mayor Russell K. Paul, Chairman

ATTEST:

Jennifer Cruce, Executive Director – Hospitality and Tourism