

**City of Sandy Springs, Georgia
Hospitality Board**

**Minutes
Regular Meeting
Thursday, January 5, 2017
8:00 am**

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

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

Staff Present: Jennifer Cruce, Executive Director-Hospitality & Tourism
Dennis Kemp, Director of Sales-Hospitality & Tourism
Anna Nikolas, Event & Tourism Product Development Manager-Tourism
Samantha Marks, Marketing & Social Media Manager-Hospitality & Tourism
Justin Pratt, Welcome Center Info Specialist-Hospitality & Tourism
Cynthia Adams, Welcome Center Manager - Hospitality & Tourism
Kathy Williams-Attorney for Hospitality & Tourism
Karen Ellis, Finance Director, (City of SS)
Andrea Hall, Economic Development Director, (City of SS)

Elaine Szeto-Director of Sales-Hawthorn Suites
David Rossman, General Manager, Wyndham Atlanta Galleria
G. Scott Lovejoy, Director of Sales, Wyndham Atlanta Galleria

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

Mayor Paul asked for Motions to approve the October 27, 2016 Hospitality Board Meeting Minutes. Tom Mahaffey made the motion to approve the Minutes and Bruce Alterman Seconded. The Meeting Minutes were unanimously approved by Board members present.

I. Financials

Karen Ellis

Finance reported on October and November 2016 with a focus on November results. Ellis reported that financials are trending positively with expenses slightly below budget. Reports were included in the Board packets.

II. Sandy Springs H&T Reports

Jennifer Cruce

Advertising and Marketing

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

Smith Travel Report

Cruce reported on Smith Travel Report statistics for October and November 2016 including Occupancy, Average Room Rate, and RevPar. October numbers were exceptionally high as the result of increased traffic to the area by evacuees from Hurricane Matthew. Reports were included in Board packets.

Meetings, Sales Missions, Events

Key Meetings Attended

Cruce reported on recurring meetings with AMTA, Hospitality Highway, Savor Restaurant Council Meetings, Recreation and Parks Staff Meetings, Bi-weekly meetings with Pineapple PR and Paramore Digital, and Bi-weekly meetings with Paramore. She also reported other key meetings related to sales, event development and marketing for the office.

Public Relations

Cruce reported on the following efforts in Marketing and PR: Marks and Cruce provided a recap of the Fall Foodie FAM and other media efforts handled by Pineapple PR.

Sales Missions & Events

Cruce reported that Kemp, who was hired in October as Director of Sales, had been attending meetings with hotel partners and had attended the Connect Faith trade show. Cruce also reported on the successful Spooky Springs Halloween Event in October and the following upcoming events currently in the planning stage: Brave the Braves, 4/13, Food That Rocks, 5/6, and the Lantern Parade, 6/10. She also provided a report on upcoming sales travel and professional development/tourism events coming up, including Tennessee Motorcoach Association trade show and the ABA Marketplace, as well as GACVB Winter Meeting and Tourism, Hospitality & the Arts Day at the Capitol.

III. Discussion

During the general discussion, Mayor Paul talked about building an identity for Sandy Springs and about the possible relocation of the Sandy Springs Welcome Center.

Mayor Paul asked for a Motion to adjourn the Board Meeting. Tom Mahaffey made the Motion to Adjourn the Meeting and Bruce Alterman Seconded the Motion. Mayor Paul adjourned the Board Meeting at 9:21 A.M.

Next meeting February 23, 2017 at 8 AM.

Faithfully submitted:

Mayor Russell K. Paul, Chairman

ATTEST:

Jennifer Cruce, Executive Director – Hospitality and Tourism