

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

**Minutes
Regular Meeting
Thursday, February 23, 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
Kevin King, Board Member
Pam Rosenthal, 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)
Sharon Kraun-Communications Director, (City of SS)
Erica Rocker Wills, Economic Development Specialist, (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
Layla Miller, Director of Sales, Comfort Inn
Loree Rose-Director of Sales, Sheraton Atlanta North

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

Mayor Paul made the announcement that Kevin King will be moving to the TSPLOST Oversight Board and Mayor welcomed Pam Rosenthal as the new Hospitality Board Member.

Mayor Paul asked for Motions to approve the January 5, 2017 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 December 2016 and January 2017 with a focus on January results. Ellis reported that financials are trending positively with revenues are above budget and expenditures 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 December and January, including reports from Paramore Digital Media concerning digital ad buys and performance. The Drive Market was targeted for advertising. Cruce also presented the print ads that were placed in several publications.

Smith Travel Report

Cruce reported on Smith Travel Report statistics for December 2016 and January 2017 including Occupancy, Average Room Rate, and RevPar. 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 what public relations opportunities resulted from the Foodie FAM and other media efforts handled by Pineapple PR.

Sales Missions & Events

Cruce reported that Kemp, had been attending meetings with hotel partners and had attended the Tennessee Motorcoach Association trade show and the ABA Marketplace. Cruce and Marks attended the GACVB Winter Meeting. The following upcoming events currently in the planning stage: Brave the Braves, 4/15, 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 Travel South USA, DMAI CEO Summit, RVIC Conference, as well as the Simpleview Summit.

III. Discussion

During the general discussion, Mayor Paul talked about the possibility of the new Welcome Center building and where we are in the process. The Brave the Braves event was discussed. Mayor Paul talked about changing the attitude of the Braves coming to the area to a net positive.

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 May 11, 2017 at 8 AM.

Faithfully submitted:

Mayor Russell K. Paul, Chairman

ATTEST:

Jennifer Cruce, Executive Director – Hospitality and Tourism