

**City of Sandy Springs, Georgia
Hospitality & Tourism Board
Minutes
Regular Meeting
Thursday, April 25, 2019
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
Bruce Alterman, Board Member
Eugene Jordan, Board Member
John Visconti, Board Member
Pam Rosenthal, Board Member
Tom Mahaffey, Board Member

Staff Present: Jennifer Cruce, Executive Director-Visit Sandy Springs
Dennis Kemp, Director of Sales-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)
Caroline Davis-Economic Development Specialist (City of SS)
Layla Miller-Director of Sales-Home 2 Suites
Ira Lang-Sales Coordinator-Home 2 Suites

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

Mayor Paul asked for a Motion to approve the February 28, 2019 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. Carlisle specifically talked about the March finances. All revenues and expenses are trending as expected.

Carlisle stated that the balance sheets are very strong and on task. Finance is wanting the larger hotels to go electronic with deposits of the hotel/motel tax. The February and March 2019 Financial Highlights reports were included in the board packets.

II. Visit Sandy Springs Reports

Jennifer Cruce

Marketing and Public Relations

Marks presented the ads for February and March 2019, including reports from Advance Travel and Tourism concerning digital ad buys and performance. 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.

Smith Travel Report

February and March 2019 reports included Occupancy, ADR, and RevPar. Reports were included in board packets.

Meetings Attended

Cruce reported on meetings, events and conferences attended with Advance Travel, Orange 142, Conversant, Sparkloft, DMO Strategic Planning RFP, and Tourism Day at the Capital, GACVB Winter Meeting, and Southeast Tourism Society Conference.

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 included attendance at GSAE Luncheon at City Springs, Tennessee Motorcoach Convention, Bridal Extravaganza of Atlanta, Travel South Showcase, and the Bar and Bat Mitzvah Expo. Metzler reported on the upcoming sales events, including the African American Travel Conference, DOS Meeting at Springs Cinema & Taphouse, and the GSAE Annual Meeting.

III. Discussion

Mayor Paul and meeting attendees spoke about the new Aloft hotel is still scheduled to be built at Mount Vernon Highway and Barfield Road. Speaking

of hotels, Mayor Paul stated that a hotel is needed on the City Springs site for the PAC to be successful. This will not happen in the near future. The Cultural Center is so far still a go but no location site as of yet. Food That Rocks is scheduled for June 2019. The entire green will be used this year, so there will be some logistic changes. City Green Live, a series of concerts on the City Green will start May 24th with many tables already sold. May 24th will also be the anniversary for the opening of City Springs. A sculpture park is coming to the City Green with the unveiling of the sculptures on May 24th at City Green Live. There will be a new General Manager for the Performing Arts Center.

Mayor Paul adjourned the Board Meeting at 9:00 A.M.

Next meeting June 20, 2019 at 8 AM.

Faithfully submitted:

Mayor Russell K. Paul, Chairman

ATTEST:

Jennifer Cruce, Executive Director – Hospitality and Tourism