

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

**Minutes
Regular Meeting
Thursday, May 11, 2017
8:00 am**

**Concourse Office Park
Building 5 (Queen Building)
Lobby Level / Lower Lobby Conference Room
Five Concourse Parkway,
Sandy Springs, GA 30328**

Members Present: Mayor Russell K. Paul, Chairman
Tom Mahaffey, Board Member
Bruce Alterman, Board Member
John Visconti, 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
Cynthia Adams, Welcome Center Manager - Hospitality & Tourism
Karen Ellis, Finance Director, (City of SS)
Sharon Kraun-Communications Director, (City of SS)

Elaine Szeto-Director of Sales-Hawthorn Suites
Layla Miller, Director of Sales, Comfort Inn

The Meeting was called to order at 8:04 AM by Mayor Paul.

Mayor Paul asked for Motions to approve the January 5, 2017 Hospitality Board Meeting Minutes. Bruce Alterman made the motion to approve the Minutes and Tom Mahaffey Seconded. The Meeting Minutes were unanimously approved by Board members present.

I. Financials

Karen Ellis

Finance reported on February 2017 and March 2017. Ellis reported that financials are trending positively with revenues at 80% and expenditures under 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 February and March, including reports from Paramore Digital Media concerning digital ad buys and performance. The drive and local markets were 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 February 2017 and March 2017 including Occupancy, Average Daily 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 for February and March 2017: Marks and Cruce provided a recap of the Fall Foodie FAM and what public relations opportunities resulted from the Foodie FAM as well as other media efforts handled by Pineapple PR. Mayor Paul was featured on the B98.5 Morning Show promoting a concert ticket giveaway and talked about reasons to visit Sandy Springs.

Sales Missions & Events

Cruce reported that Kemp had been attending meetings with hotel partners and had attended the Select Traveler trade show and the Travel South Marketplace. Cruce reported about the key meetings for prospects and partners. She reported on the following upcoming events currently in the planning stage: The Lantern Parade, 6/10. Cruce also provided a report on upcoming sales travel and professional development/tourism events coming up, including Southeast Tourism Society Marketing College, GSAE Conference, GMOA/AMA/SCMA Marketplace Connect Meetings, Going on Faith, SY-TA Marketplace and USTA's ESTO.

III. Discussion

During the general discussion, Cruce announced that Amy Metzler had been hired as the new Sales Manager and with the retirement of Justin Pratt, Nadia Merritt will join the team as the new Information Specialist in June. There was discussion about lead time and planning of upcoming events. This could include implementation of an annual calendar. Cruce discussed

working with the hotels' DOS in building incentive packages. Mayor Paul spoke about his trip to India and the possibility of new business for the area as a result.

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 9:21 A.M.

Next meeting June 22, 2017 at 8 AM.

Faithfully submitted:

Mayor Russell K. Paul, Chairman

ATTEST:

Jennifer Cruce, Executive Director – Hospitality and Tourism