

**City of Sandy Springs, Georgia  
Hospitality & Tourism Board  
Minutes  
Regular Meeting  
Thursday, May 3, 2018  
8:00 am**

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

**Members Present:** Mayor Rusty Paul, Board Chairman  
Tom Mahaffey, Board Member  
Bruce Alterman, Board Member  
John Visconti, 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  
Toni Boyd-Representative of Attorney for Visit Sandy Springs  
Andrea Worthy-Economic Development Director, (City of SS)  
Toni Carlisle-Assistant Finance Director, (City of SS)

The Meeting was called to order at 8:09 AM by Mayor Paul

There were no motions or approvals for the April 22, 2018 board meeting minutes as three board members were absent, resulting in a lack of a quorum.

**I. Financials**

Financials were presented by Toni Carlisle for the FY 3<sup>rd</sup> quarter, January-March 2018. All revenues and expenses are trending as expected. The January, February and March 2018 Financial Highlights reports were included in the board packets.

**II. Visit Sandy Springs Reports**

**Jennifer Cruce**

**III.**

**Marketing and Public Relations**

Marks presented the ads for February and March 2018, including reports from Paramore Digital Media 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**

Cruce reported on Smith Travel Report statistics for February and March

2018 including Occupancy, ADR, and RevPar. Reports were included in board packets.

### **Key Meetings Attended**

Cruce reported on recurring meetings with AMTA, Hospitality Highway, Restaurant Council Meetings, bi-weekly meetings with Pineapple PR and Paramore Digital, and bi-weekly meetings with Paramore.

### **Events**

Nikolas discussed the Lantern Parade receiving the Top 20 Festival & Event Champion Award from the Southeast Tourism Society and how it was selected from the best and most unique events in the region. The Lantern Parade was a success in spite of the date change from June to April. Nikolas said that the CHOA parade was well received by the patients and staff at the hospital. The event is already on the calendar for 2019.

### **Sales**

Metzler presented the Sales Activity which included e-mail., phone calls or in-person meetings by the Sales Team. Sales activities reported by Metzler included the Gray Research Solutions Hotel, Venue & Attractions Meetings and HelmsBriscoe Meeting Planner Meeting. Kemp and Metzler reported on the trade shows and conferences attended by the sales division including Select Traveler, Georgia Bridal & Wedding Expo, Your Military Reunion Workshop, Bar & Bat Mitzvah Expo, Christian Meetings & Conventions Association Showcase and Travel South USA Domestic Showcase, attended in February and March. Metzler recounted the upcoming sales-related events which were African American Travel Conference, SSP Chamber Luncheon, North Perimeter Arch CVB Sales Staff Luncheon, and the GSAE Annual Meeting.

### **Other**

Cruce reported on completed events including the GA Marketing Summit, Atlanta Business Chronicle Sandy Springs Market Outlook meeting, marketing discussion with High Country Outfitters, planning meeting with JB+A, Connect Marketing Leadership Conference, GACVB Winter Meeting, SE Festivals and Events Conference, meeting with Fred Jewell of Jaban Consulting, Camera Ready Regional Meeting, meeting with Bill Cox, meetings with assorted graphic designers. Cruce spoke about the requalifying and renewal our GACVB Certified Benchmark of Excellence, Gold Certification (originally completed in October 2014).

## **IV. Discussion**

Mayor Paul discussed business travelers and extended stays for leisure in Sandy Springs. Mayor Paul also spoke about the potential relocation of the Welcome Center.

The Hospitality Board meeting adjourned at 9:27 A.M.

Next meeting June 28, 2018 at 8 AM.

Faithfully submitted:

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Mayor Russell K. Paul, Chairman

ATTEST:

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Jennifer Cruce, Executive Director – Hospitality and Tourism