

**City of Sandy Springs, Georgia
Hospitality & Tourism Board
Minutes
Regular Meeting
Thursday, June 28, 2018
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
Tom Mahaffey, Board Member
Bruce Alterman, Board Member
John Visconti, Board Member
Eugene Jordan, Board Member
Pam Rosenthal, 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
Dan Lee-Attorney for Visit Sandy Springs
Sharon Kraun-Communications Director, (City of SS)
Andrea Worthy-Economic Development Director, (City of SS)
Toni Carlisle-Assistant Finance Director, (City of SS)
Erica Rocker-Willis-Economic Development Specialist, (City of SS)

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

Mayor Paul asked for Motions to approve the May 3, 2018 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 for the FY 4th quarter, April and May 2018. All revenues and expenses are trending as expected. The April and May Financial Highlights reports were included in the board packets. Carlisle presented the FY 2019 budget for approval. After a brief discussion on some of the expenditure items, Mayor Paul asked for a motion to approve the Fiscal Year 2019 budget. Pam Rosenthal made the motion to approve the FY 2019

budget and John Visconti seconded. The Fiscal Year 2019 budget was unanimously approved by board members present.

II. Visit Sandy Springs Reports

Jennifer Cruce

Marketing and Public Relations

Marks presented the ads for April and May 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 about the upcoming opening of City Springs 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 April and May 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. Cruce reported on the many meetings Nikolas attended for the Lantern Parade. The rest of the meetings included the Super Bowl 2019 Host Hotel Committee meeting, City Springs sales group tour, GA Commission on the Holocaust relocation committee meeting, Art Sandy Springs Art in the Open Committee meeting, 2018 RVIC Conference, Friends of N. Springs HS Breakfast, STS Connections Conference, GHLA Perimeter Hotel Council meeting, and a meeting between the Kosher BBQ Festival and the City Springs team. Upcoming meetings include Destination International Conference in July and USTA's ESTO Marketing Conference in August.

Events

Nikolas discussed the Mini Lantern Parade at Children's Healthcare of Atlanta and commented on its success. The staff discussed the fact that Food that Rocks was such a big hit that it sold out and everyone is looking forward to next year. The only concern was the size of the crowd.

Sales

Kemp presented the Sales Activity which included e-mail, phone calls or in-person meetings by the Sales Team. Sales activities reported by Kemp included the Hotel DOS FAM Tour of Sandy Springs, GSAE Quarterly Luncheon, 2nd

Annual River Park Symposium, Arc of Atlanta Sales Teams Luncheon, Wyndham Atlanta Galleria Client Appreciation Event, LaQuinta Renovation Ribbon Cutting, Sandy Springs FAM Tour with ACVB Group Tour Sales, African American Travel Conference and the GSAE Annual Meeting. Cruce recounted the upcoming sales-related events which are STS Marketing College, YMRC Workshop, Arc of Atlanta Sales Team Conference Meeting, Going on Faith Conference, Bridal Extravaganza, Connect Association Marketplace and the SYTA Conference.

III. Discussion

Mayor Paul talked about Food That Rocks and the fact that there were some setbacks of convenience due to the weather and subsequent lines to get back into the event. This was followed by a discussion of the new ordinance put in place for the Air BNBs in the City.

The Hospitality Board meeting adjourned at 8:57 A.M.

Next meeting August 23, 2018 at 8 AM.

Faithfully submitted:

Mayor Russell K. Paul, Chairman