

**City of Sandy Springs, Georgia  
Hospitality & Tourism Board  
Minutes  
Regular Meeting  
Thursday, August 23, 2018  
8:00 am**

**Sandy Springs City Hall  
Meeting Room A-3<sup>rd</sup> 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  
Karen Ellis-Finance Director (City of SS)  
Erica Rocker-Willis-Economic Development Specialist, (City of SS)  
Cindy Raleigh-General Manager (Homestead Suites by Hilton Atl-Perimeter Ctr.)  
Alexis Gaines-Sales Coordinator (Homestead Suites by Hilton Atl-Perimeter Ctr.)

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

Mayor Paul asked for Motions to approve the June 28, 2018 Hospitality Board Meeting Minutes. Pam Rosenthal 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**

Financials were presented by Karen Ellis, June 2018. All revenues and expenses are trending as expected. The June Financial Highlights reports were included in the board packets.

## **II. Visit Sandy Springs Reports**

**Jennifer Cruce**

### **Marketing and Public Relations**

Cruce reported briefly on the Inside Out Influencer Trip with Spencer Spellman of the Whiskey Tango Globetrot blog. Cruce presented the ads for June and July 2018, including reports from Paramore Digital Media concerning digital ad buys and performance. Cruce also presented the print ads that were placed in several publications about the New 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 June and July 2018 including Occupancy, ADR, and RevPar. Reports were included in board packets.

### **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. The rest of the meetings included the Jabian Strategic Planning, Atlanta Business Chronicle re: Sandy Springs Market section, Food That Rocks Media FAM, Sandy Springs Society Meeting, Meeting with Instagram influencer “Sheepish Addie”, GATA Board meeting, ACVB Super Bowl Hotel Committee, Mt. Vernon School re: preschooler guide to Sandy Springs, ACVB Super Bowl Attractions Committee, and Cultural Center Architectural and Engineering.

### **Events**

Nikolas discussed the upcoming events: Spooky Springs will be held on October 21<sup>st</sup>. We are in the planning stages for Restaurant Week November 3<sup>rd</sup> -9<sup>th</sup>. Nikolas still has more restaurants she is working with to get them on board to participate in the event, and Elegant Elf and the introduction of featured cocktails/drinks to help promote marketplace. Sparkle is in the planning stage and is being moved to City Springs. The number of houses will be increased from 10 to 20 and will include a larger interactive house for the children to be able to go inside and have their pictures taken. Nikolas says it will be a great event. Nikolas mentioned the Kosher BBQ Festival that will be held at the City Green and the Youth Ninja Warrior Event coming to Hammond Park in April 2019. The Lantern Parade received the International Festival & Events Pinnacle Award. The award will be revealed at the next International Festivals and Events Assn.'s 2018 Conference in October.

### **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 included the Hotel DOS FAM Tour of Sandy Springs, Georgia Lodging Forecast & Hotelfest, STS Marketing College, Arch of Atlanta Sales Team Networking,

MPI Educational Program Luncheon, Georgia BTA's Annual Give Back to Our Community, and the Home2 Suites by Hilton Atlanta Perimeter Center Hard Hat Tour. Metzler talked about attending the Your Military Reunion Connection (YMRC) Workshop to meet with planners to find out their needs. Kemp and Metzler recounted the upcoming sales-related events which are Going on Faith Travel Conference, Bridal Extravaganza of Atlanta, Connect Association Conference, SYTA Annual Conference, Destination Southeast, Perimeter North Family Reunion Workshop, and Small Market Meetings. Kemp reported on the status of the hotel renovations in process and upcoming.

### **III. Discussion**

Mayor Paul talked about City Springs and the opening of the Performing Arts Center. Mayor Paul expressed how impressed citizens are with the events and quality of talent. Tickets sales have done better than expected. Discussion on the low numbers in occupancy at the Sandy Springs hotels. There is a feeling that this had to do with how many of the hotels are doing renovations at this time. Super Bowl LIII was the topic of discussion and all the different rules that are being applied to be able to participate in the events.

Mayor Paul asked for a Motion to adjourn the Board Meeting. Eugene Jordan made the Motion to Adjourn the Meeting and Tom Mahaffey Seconded the Motion. Mayor Paul adjourned the Board Meeting at 9:14 A.M.

Next meeting November 1, 2018 at 8 AM.

Faithfully submitted:

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Mayor Russell K. Paul, Chairman