

**City of Sandy Springs, Georgia
Hospitality Board
Minutes
Regular Meeting
Thursday, August 24, 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
Eugene Jordan, Board Member

Staff Present: Jennifer Cruce, Executive Director-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
Karen Ellis, Finance Director, (City of SS)
Sharon Kraun-Communications Director, (City of SS)
Andrea Worthy-Economic Development Director, (City of SS)
Kathy Williams-Attorney for Visit Sandy Springs

Ylan Sanders-Director of Sales-Homewood Suites Atlanta Perimeter
Emily Paul-Sales Coordinator-Homewood Suites Atlanta Perimeter

The Meeting was called to order at 8:00 AM by Mayor Paul.

Mayor Paul asked for a motion to approve the June 22, 2017 Hospitality Board meeting minutes. Tom Mahaffey made the motion to approve the minutes and Eugene Jordan Seconded. The meeting minutes were unanimously approved by board members present.

I. Financials

Karen Ellis

Finance reported on June 2017. Ellis reported that revenues are at 122% of budget and made a slight increase in the new budget due to an uptick in years past. Everything is within or below 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 June and July, including reports from Paramore Digital Media concerning digital ad buys and performance. Cruce also presented the print ads that were placed in several publications.

Smith Travel Report

Cruce reported on Smith Travel Report statistics for June 2017 and July 2017 including Occupancy, ADR, and RevPar. Reports were included in board packets.

Meetings, Sales Missions, Events

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. She also reported key meetings related to sales, event development and marketing for the office.

Public Relations

Cruce reported on the efforts in Marketing and PR for June and July 2017. Marks and Cruce provided information on publicity received for June and July 2017 from assorted media (digital and print) sources handled by Pineapple PR.

Sales Missions & Events

Cruce and Metzler presented the Sales efforts which included e-mail., phone calls or in-person meetings by the Sales Team. Cruce also spoke about improvements in working to get more information into and from the Simpleview CRM.

Cruce and Nikolas reported on completed events, including Take It ToThe River Lantern Workshops and Parade, Stars and Stripes Fireworks Display and a staff river field trip with Nantahala Outdoor Center. She also noted that Kemp had served as a panelist for SYTA Town Hall Meeting; Kemp, Marks, Metzler and Merritt received in-person training on the CRM software from Simpleview; and the sales team has hosted a Director of Sales Meeting and Braves Game at SunTrust Park. She also reported that Adams represented Visit Sandy Springs at the Lavonia Visitor Information Center for the Georgia On My Mind Day and the sales and marketing teams had attended a Braves game with Dunwoody and Cobb CVB sales teams. The office also implemented DMAI's empowerMINT software as well as a Simpleview SEO campaign. Cruce also provided a report on upcoming

sales travel and professional development/tourism events coming up, including USTA's ESTO Marketing Conference (Cruce, the GA Governor's Conference) (Cruce, Marks and Metzler, and the International Festival & Events Association 62nd Annual Convention Expo (Nikolas). Upcoming events in Sandy Springs are Spooky Springs in October, Restaurant Week in November and the Holiday Lighting Event in December.

III. Discussion

Mayor Paul discussed the possible changes in the economy and hotel sales. With the upcoming opening of City Springs in 2018, Food That Rocks will be the first event to be held at City Springs/City Green. Mayor Paul talked about getting more significant events to come to Sandy Springs. Board Member Alterman complimented the Visit Sandy Springs staff and commended them on how far they have come.

Mayor Paul asked for a Motion to adjourn the Board Meeting. Bruce Alterman made the motion to adjourn the Meeting and Tom Mahaffey seconded the motion. Mayor Paul adjourned the Board Meeting at 9:17 A.M.

Next meeting October 26, 2017 at 8 AM.

Faithfully submitted:

Mayor Russell K. Paul, Chairman

ATTEST:

Jennifer Cruce, Executive Director – Hospitality and Tourism