

City of Sandy Springs, Georgia
Hospitality Board Minutes
Regular Meeting
Wednesday, December 6, 2023
8:00 AM

City Hall Conference Room A (3rd floor)

Member Present: Mayor Rusty Paul, Chairman
Tom Mahaffey, Vice Chairman
John Visconti, Board Member
Eugene Jordan, Board Member
Pam Rosenthal, Board Member
Amanda Singer, Board Member

Staff Present: Jennifer Cruce, Executive Director-Visit Sandy Springs
Samantha Marks, Dir. Marketing & Communications -Visit Sandy Springs
Cynthia Adams, Office & Welcome Center Manager-Visit Sandy Springs
Mitchell Gunn, Content & Communications Manager-Visit Sandy Springs
Toni Carlisle, CFO, City of Sandy Springs
Caroline Galvin, Executive Project Manager, City of Sandy Springs
Anton Miller, VTC/AV Technician, City of Sandy Springs

Others Present: Benisa Woolford, Director of Sales, Waterwalk Atlanta Perimeter Center

The meeting was called to order at 1:00 PM by Mayor Paul.

Mayor Paul asked for a motion to approve the December 6, 2023 Hospitality Board meeting agenda. A motion to approve the agenda was made by Mr. Mahaffey and seconded by Ms. Singer. The Meeting Agenda was unanimously approved by Board members present.

Mayor Paul asked for a motion to approve the September 28, 2023 Hospitality Board meeting minutes. A motion to approve the minutes was made by Mr. Visconti and seconded by Mrs. Rosenthal. The meeting minutes were unanimously approved by Board members present.

Mayor Paul asked for nominations for a new Secretary/Treasurer. Mr. Mahaffey nominated Pam Rosenthal and seconded by Mr. Visconti. The nomination to approve Pam Rosenthal as the new Secretary/Treasurer was unanimously approved by Board members present.

I. Finance

Toni Carlisle

Financials were presented for September and October 2023. Financial Highlights reports were included in the board packets.

II. Sandy Springs Hospitality & Tourism Reports

Jennifer Cruce

The Board welcomed Craig Hurlbut, the new Sales and Marketing Coordinator.

Marketing and Public Relations

Samantha Marks

Marks presented digital ad campaign reports for September and October 2023. Marks reported campaign overview recaps, overview metrics, notes and highlights for September and October, and print advertising. Marks also reported on the digital video creative for Google and Meta. Marks presented additional campaigns for September and October 2023 from Access Atlanta. Marks presented the latest public relations for September and October 2023, including coverage and the details of some recent regional media visits.

Social Media

Mitchell Gunn

Gunn presented the social media reports for Instagram, Facebook, and the latest social posts. Gunn also reported on blog content and newsletter content for September and October 2023. Gunn also reported on the Zartico data for September and October.

Sales

Myriam Hysa

Cruce reported on the various outside sales efforts that she has engaged in, including meetings with Dekalb CVB, Sensational Baskets, Mueller Water Products, Georgia Chiropractic Association, Cartersville Bartow CVB, CTN Global Transportation, Topper Transportation, Eagle Sports, Meetings Unlimited, HelmsBriscoe (Westrock Account) HelmsBriscoe Corporate, Zephia Bryant, and Hudson Grille Groups. Hysa attended various networking events, including Georgia Hotel Lodging Association, MPI Monthly Luncheon, SSPC Coffee Connect, SSPC Monthly Luncheon, GSAE Networking Luncheon, GACVB "Trends & Table Talk", Concierge Society of Atlanta. Hysa attended site inspections at Southern Music Festival 2025, Wheels of Happiness, Bryant Leadership Group, Hudson Grille. Hysa attended the Small Market Meetings tradeshow. She called on the following hotels: WaterWalk, Hilton Atlanta Suites, Home2Suites, Sheraton Atlanta, Holiday Inn and Suites, Westin Perimeter, Springhill Suites, Homewood Suites, and Hyatt House.

Cruce also presented the September and October Sales Activity and Sales Activity Highlights including Small Market Meetings in Cedar Rapids, IA, and sponsorships included Concierge Society of Atlanta meeting and reception, MPI Classic Silent Auction, Georgia Chiropractic Association Silent Auction and Wheels of Happiness Gala. Cruce reported the upcoming sales-related shows including GACVB Sales Symposium and Travel South International.

Smith Travel Report

Jennifer Cruce

Cruce reported on Smith Travel Report monthly metrics for September and October 2023, including occupancy, ADR, and RevPar.

Meetings, Projects, and Communications

Jennifer Cruce

Cruce reported on the recurring and key meetings attended by the staff, including digital media planning meetings with Ravenel Digital Media (Cruce, Marks), meetings with TKPR (Cruce, Marks), a quarterly Simpleview SEO call (Marks, Gunn), Zartico Research Data planning (Cruce, Marks, Gunn), SSPC Restaurant Council Meetings (Cruce, Marks), Simpleview CRM and SEO Meetings (Marks, Gunn), calls with 100 Digital Creativity for a virtual tour (Cruce, Marks), and Gray Research Solutions planning meetings (Cruce, Marks, Hysa). Other key meetings included PCID Branding discussion and survey data meeting (Cruce), GHLA's Georgia Lodging Forecast 2023/24 (Cruce, Hysa), GACVB Board of Directors meeting (Cruce), Bandwango re: Dine Like a Local 2024 (Cruce, Marks, Gunn), Hospitality Highway marketing strategy call (Marks), Orkin Lake site visit with Recreation and Parks Director Mike Perry (Cruce), State of the City Chamber luncheon (Cruce, Marks, Hysa), Meeting with Madden Media (Cruce), GACVB Tourism Trends Industry luncheon (Cruce, Marks, Hysa) and AJFF meeting with Amy Arno.

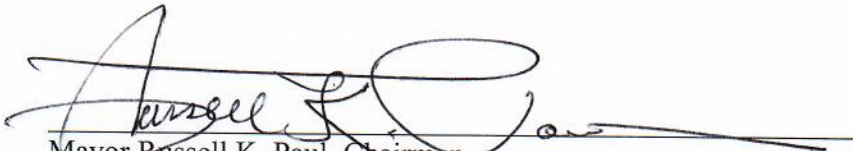
III. Discussion

Mayor Paul talked about the timeline of the Heritage building. Mayor Paul also talked about the Performing Arts Center and how they are preparing for the next year's season and how he is pleased with the quality of performers for next year. Mayor talked about the next phases of Georgia 400 and the managed lanes.

Mayor Paul adjourned the Board Meeting at 2:17 PM.

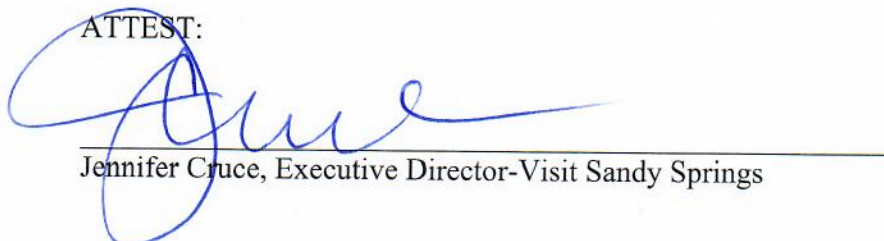
Next Meeting: January 25, 2024

Faithfully submitted:



Mayor Russell K. Paul, Chairman

ATTEST:



Jennifer Cruce, Executive Director-Visit Sandy Springs