

**City of Sandy Springs, Georgia
Hospitality Board Minutes
Regular Meeting
Thursday, December 15, 2022
8:00 AM**

**(Hybrid Format)
Live via Zoom/Barfield Room (City Hall)**

Member Present: Mayor Rusty Paul, Chairman
Bruce Alterman, Secretary/Treasurer
John Visconti, Board Member
Pam Rosenthal, 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 & Comm. Manager. -Visit Sandy Springs
Toni Carlisle, Assistant Finance Director-City of Sandy Springs

Others Present: Karina Reyna, Assistant City Clerk, City of Sandy Springs
Anton Miller, VTC/AV Technician, City of Sandy Springs
Anna Hiven, Sales Mgr., Laquinta Inn & Suites Atl. Perimeter Medical
Andrea Barzey, Director of Sales, Sonesta Atlanta NW Galleria
Lisa Leong, General Manager, Sonesta Atlanta NW Galleria
Tochie Blad, Citizen of Sandy Springs

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

The meeting minutes were deferred by Mayor Paul until a full quorum has arrived for the meeting.

The agenda was accepted as printed and approved by Mayor Paul and Ms. Rosenthal.

I. Finance **Toni Carlisle**
Financials were presented for September and October 2022. The September and October 2022 Financial Highlights reports were included in the board packets.

II. Sandy Springs Hospitality & Tourism Reports **Jennifer Cruce**

Marketing and Public Relations

Samantha Marks

Marks presented the print and digital ads for September and October 2022. The ads included digital video creative for streaming tv, YouTube, Tik Tok and Instagram. Summaries of campaign objectives, display videos, social ads, and search ads, were presented for September and October 2022. She also reported goal recaps and target market website traffic growth.

Social Media

Mitchell Gunn

Gunn presented the social media reports for Facebook, Instagram, Twitter, Tik Tok, LinkedIn, and blog content for September and October 2022. Gunn also reported on the latest content newsletter.

Sales

Myriam Hysa

Hysa reported on the various outside sales efforts that she has attended including MINT, Atlanta Party Connection, Sandy Springs Parks and Recreation, Affairs to Remember, VMWare, Luxport Transportation and HelmsBriscoe. Hysa attended assorted networking events including MPI Monthly Event, GSAE Monthly Networking, GBTA GA Networking Event, Concierge Society Event, State of the City Luncheon, LGBT+ Inclusion Travel Summit, Night at the Theater entertaining Inspire Brands/Westin Hotels, site inspections including LaQuinta, ES Sonesta Open House, Pontoon Brewing, Hudson Grille Group Space, Sonesta Galleria, Westin Atlanta Perimeter, tradeshow including Destination South, Going on Faith, Meetings, Small Markets Conference. Calls to hotels were Fairfield Inn & Suites, Holiday Inn Express, Hilton Suites, ES Sonesta. Hysa reported the sales activities and lead report for September and October 2022.

Smith Travel Report

Cruce reported on Smith Travel Report monthly metrics for September and October 2022 including Occupancy, ADR, and RevPar.

Meetings, Projects, and Communications

Cruce reported on some of the recurring and key meetings attended by the staff including Digital media monthly review meetings with Advance Travel and Tourism (Cruce, Marks), Quarterly Simpleview SEO call (Marks), Dine Like a Local Meetings with Bandwango: Passport and gamification piece, Hemsworth PR: Promotion/Social media/Influencer unpaid media piece, COSS Economic Development: partner communications, and COSS Communication Department: design and promotional communication strategy. Arrivalist: meetings to identify key data to use and share, Simpleview: meetings to establish design, menu/page organization and content to be included in redesign of website, Unum/Relation Insurance/COSS HR: inclusion of VSS in COSS health and dental insurance plan, including FSA (Cruce), 100 Digital Creativity: VR/360-degree tour of Sandy Springs for website.

Mayor Paul asked for a motion to approve the September 22, 2022 Hospitality Board meeting minutes. A motion to approve the minutes was made by Mr. Visconti and seconded by Ms. Rosenthal. The Meeting Minutes were unanimously approved by Board members present.

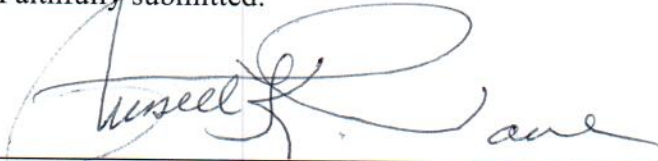
III. Discussion

Mayor Paul stated that the City has filled the positions for the Director of Communications and Interim PAC Manager. He also mentioned that the City has a new booking organization for the PAC and facilities. The new organization is changing the mix of shows to include comedy and other nationally known names.

Mayor Paul asked for a Motion to adjourn the Board Meeting. Mr. Visconti made the motion to adjourn the meeting and seconded by Mr. Alterman. The motion was passed unanimously. Mayor Paul adjourned the Board Meeting at 9:30 A.M.

Next Meeting: February 3, 2023

Faithfully submitted:

A handwritten signature in black ink, appearing to read "Russell K. Paul".

Mayor Russell K. Paul, Chairman

ATTEST:

A handwritten signature in blue ink, appearing to read "Jennifer Cruce".

Jennifer Cruce, Executive Director-Visit Sandy Springs