

**City of Sandy Springs, Georgia  
Hospitality Board Minutes  
Regular Meeting  
Thursday, September 30, 2021  
8:00 AM**

**(Hybrid Format)  
Live via Zoom**

**Member Present:** Mayor Rusty Paul, Chairman  
Tom Mahaffey, Vice Chairman  
Bruce Alterman, Secretary/Treasurer  
Eugene Jordan, Board Member  
John Visconti, Board Member  
Pam Rosenthal, Board Member

**Staff Present:** Jennifer Cruce, Executive Director-Visit Sandy Springs  
Samantha Mark, Marketing & Social Media Manager-Visit Sandy Springs  
Cynthia Adams, Office & Welcome Center Manager-Visit Sandy Springs  
Peyton Callanan, Marketing Coordinator-Visit Sandy Springs  
Toni Carlisle, Assistant Finance Director-City of Sandy Springs  
Dan Lee-Attorney for Visit Sandy Springs  
Caroline Davis, Economic Development Manager-City of Sandy Springs  
Caroline Galvin, Executive Assistant to the City Manager, City of Sandy Springs  
Samantha Dulac, Assistant to the City Manager, City of Sandy Springs

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

Mayor Paul asked for a motion to approve the September 30, 2021 Hospitality Board meeting agenda. A motion to approve the minutes was made by Mr. Visconti and seconded by Mr. Jordan. The Meeting Agenda was unanimously approved by Board members present.

Mayor Paul asked for a motion to approve the July 22, 2021 Hospitality Board meeting minutes. A motion to approve the minutes was made by Mr. Visconti and seconded by Mr. Alterman. The Meeting Minutes were unanimously approved by Board members present.

**I. Finance** **Toni Carlisle**  
Financials were presented for July and August 2021. The July and August 2021 Financial Highlights report were included in the board packets.

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

### **Marketing and Public Relations**

Marks presented the print and digital ads for July and August 2021 and a summary of partnership initiatives during that period, including Air Supply: Make It A Weekend. Samantha reported on paid social ads, paid search and search retargeting and organic traffic.

### **Social Media**

Callanan presented the social media reports for Facebook, Instagram, Twitter and blog content for July and August 2021.

### **Smith Travel Report**

Cruce reported on Smith Travel Report weekly metrics for July and August 2021 including Occupancy, ADR, and RevPar.

### **Meetings, Projects, and Communications**

Cruce reported on some of the key meetings attended by the staff including a Brownie Bash meetings with Pontoon and hotels (Cruce, Marks, Callanan), Topside Tap Trail Passport meetings (Cruce, Marks), Food That Rocks planning meetings (Cruce), Perimeter Connects meeting to discuss hotel staffing assistance (Cruce), Meetings with Kate Burda & Company (Cruce, Callanan), Atlanta Magazine Central Perimeter section planning meetings (Cruce, Marks), Hospitality Highway Annual Meeting (Cruce), GACVB Board of Directors Meeting (Cruce), GA Governor's Tourism Conference (Cruce, Marks, Callanan) City Springs tour with Hilton Sales Manager (Cruce, Callanan), Nantahala Outdoor Center and VSS FAM Tour (Cruce, Marks, Callanan).

## **III. Discussion**

Mayor Paul had to leave the meeting due to having another meeting at 9:30. Mr. Alterman took over the meeting. Mr. Alterman asked for feedback from Food That Rocks. Jennifer gave feedback on Food That Rocks. Jennifer stated that there was good attendance. Jennifer also stated that it benefits the City and the restaurants to have this cool event and that it is important for the City to have a cool dining scene. Jennifer stated that the Visit Sandy Springs newsletter was created to feature the restaurants of Sandy Springs.

Mr. Alterman asked for a Motion to adjourn the Board Meeting. Mr. Jordan made the motion to adjourn the meeting and seconded by Mr. Visconti. The motion was passed unanimously. Mr. Alterman adjourned the Board Meeting at 9:20 A.M.

Next meeting December 9, 2021

Faithfully submitted:

A handwritten signature in blue ink, appearing to read "Russell K. Paul", written over a horizontal line.

Mayor Russell K. Paul, Chairman

ATTEST:

A handwritten signature in blue ink, appearing to read "Jennifer Cruce", written over a horizontal line.

Jennifer Cruce, Executive Director-Hospitality & Tourism