

City of Sandy Springs, Georgia
Hospitality Board Minutes
Regular Meeting
Thursday, February 3, 2023
8:00 AM

Barfield Room City Hall 2nd Floor

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

Staff Present: Jennifer Cruce, Executive Director-Visit Sandy Springs
Samantha Marks, Dir. Marketing & Communications -Visit Sandy Springs
Cynthia Adams, Office Manager-Visit Sandy Springs
Mitchell Gunn, Content & Comm. Manager -Visit Sandy Springs
Myriam Hysa, Director of Sales-Visit Sandy Springs
Toni Carlisle, CFO, City of Sandy Springs

Others Present: Anton Miller, VTC/AV Technician, 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 February 3, 2023 Hospitality Board meeting agenda. A motion to approve the agenda was made by Mr. Mahaffey and seconded by Mr. Jordan. The Meeting Agenda was unanimously approved by Board members present.

Mayor Paul asked for a motion to approve the December 15, 2022 Hospitality Board meeting minutes. A motion to approve the minutes was made by Ms. Rosenthal and seconded by Mr. Mahaffey. The meeting minutes were unanimously approved by Board members present.

I. Finance

Toni Carlisle

Financials were presented for November and December 2022. The November and December 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 November and December 2022. The ads included digital video creative for streaming TV and YouTube. Summaries of campaign objectives, display videos, social ads, and search ads, were presented for November and December 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 and blog content for November and December 2022. Gunn also reported on the latest content newsletters.

Dine Like A Local**Jennifer Cruce**

Cruce reported the campaign highlights for Dine Like A Local. She reported on the number of signups and check-ins, and the pass usage rate. She also reported on the advertising for Dine Like A Local, including Atlanta Magazine, Sandy Springs and Dunwoody Crier, Northside Neighbor, and Reporter Newspapers... Cruce also discussed her appearance to discuss Dine Like A Local on Good Day Atlanta along with Chef Julian Parker from The Select with a cooking segment.

Sales**Myriam Hysa**

Hysa reported on the various meetings, including GA Tech Alumni Association, HelmsBriscoe (Zoom), Cobb Travel & Tourism, Discover Dunwoody, and Explore Brookhaven. Hysa reported the tradeshows and seminars she attended including Meetings Today Live, the GACVB Sales Symposium, SYTA, Groups Today, RCMA/Emerge Show and Atlanta Wedding Extravaganza Show. Hysa also noted that she had attended various networking events, including November MPI Monthly Event, November GSAE Monthly Networking, and November GBTA GA Networking Events. She reported on calls to hotels during the period, including the Aloft, Courtyard by Marriott, Fairfield Inn, Hampton Inn, Hilton Atlanta Suites, LaQuinta, Sheraton Atlanta Perimeter, Sonesta ES, Sonesta Galleria, Springhill Suites, Westin Atlanta. Hysa reported the sales activities and lead report for November and December 2022.

Smith Travel Report

Cruce reported on Smith Travel Report monthly metrics for November and December 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, Gunn), digital media planning meetings with Ravenel Digital Media (Cruce, Marks, Gunn), Dine Like a Local passport development meetings with Bandwango (Cruce, Marks, Gunn), Meetings with Accent Creative for DLAL collateral (Cruce, Marks, Gunn), Meetings with Hemsworth PR for DLAL (Cruce, Marks, Gunn) Quarterly Simpleview SEO calls (Marks, Gunn), virtual tour meetings with 100 Digital Creativity (Cruce, Marks, Gunn), monthly meetings to discuss visitor data with Arrivalist (Cruce, Marks, Gunn), Sparkle Sandy Springs meetings (Cruce, Marks) AMTA CMP and AMTA Board meetings re: dissolution of the RTA (Regional Travel Association) while continuing the co-op marketing program (Cruce, Marks). She also reported on meetings to establish contract for PR to be shared with

the City of Sandy Springs with TKPR, a speaking engagement for Leadership North Fulton, 11/17 (Cruce), and a Food That Rocks meeting with Dale DeSena, 11/28 (Cruce). The staff participated in open enrollment to include VSS in COSS health and dental insurance plan, including FSA, 11/22.

III. Discussion

Mayor Paul and the board discussed marketing for the City of Sandy Springs and the need to focus on younger demographics, as the average age of the Sandy Springs resident is actually around 37, younger than the majority of North Fulton cities He mentioned that the COSS Communications Department is creating a series of marketing videos and discussed the new trails being installed around the city to improve walkability. He also reported that the Economic Development Department is working on new marketing tools and efforts to attract more retail businesses to the City.

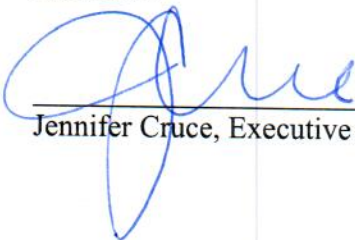
Next Meeting: March 22, 2023 @ 2pm

Faithfully submitted:

A handwritten signature in black 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-Visit Sandy Springs