

**City of Sandy Springs, Georgia
Hospitality Board Minutes**

**Regular Meeting
Thursday, March 28, 2024
8:00 A.M.**

Barfield Room (City Hall) 2nd Floor

Member(s) Present: Mayor Rusty Paul, Chairman
Tom Mahaffey, Vice Chairman
John Visconti, Board Member
Pam Rosenthal, Board Member
Jason Sheetz, Board Member
Ann Delmas, Board Member

Staff Present: Jennifer Cruce, Executive Director-Visit Sandy Springs
Samantha Marks, Director of Marketing & Communications-Visit Sandy Springs
Cynthia Adams, Office Manager-Visit Sandy Springs
Mitchell Gunn, Content & Communications Manager-Visit Sandy Springs
Myriam Hysa, Director of Sales-Visit Sandy Springs
Craig Hurlbut, Sales and Marketing Coordinator-Visit Sandy Springs
Toni Carlisle, CFO, City of Sandy Springs
Caroline Kinchler, Economics Development Manager, City of Sandy Springs
Anton Miller, VTC/AV Technician, City of Sandy Springs

Others Present: Tracy Weatherly, Director of Sales, Courtyard Atlanta Perimeter Center
David Burgraff, Director of Sales, Homewood Suites Atlanta/Perimeter Center
Andres Acosta, Regional Director of Sales, Hilton Atlanta Perimeter Suites & Hampton Inn Perimeter Center
Scott Richmond, Director of Sales, Springhill Suites Atlanta Perimeter Center
Shane Galbraith, Regional Director of Sales, Springhill Suites Perimeter Center
Kelly Wilson, Area Director of Sales, Fairfield Inn Perimeter Center

The meeting was called to order at 8:00 A.M. by Mayor Paul

Mayor Paul asked for a motion to approve the March 28, 2024 Hospitality Board meeting agenda. A motion to approve the agenda was made by Mr. Mahaffey and seconded by Ms. Delmas. The meeting agenda was unanimously approved by Board members present.

Mayor Paul asked for a motion to approve the January 25, 2024 Hospitality Board meeting minutes. A motion to approve the minutes was made by Mr. Sheetz and seconded by Mrs. Rosenthal. The meeting minutes were unanimously approved by Board members present.

I. Finance

Toni Carlisle

Financials were presented for January and February 2024. 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 digital ad campaign reports for January and February 2024. Marks reported campaign overview recaps, metrics, notes and highlights for January and February. Marks also reported on the digital video creative for Google and Meta. Marks presented the Dine Like a Local campaign highlights for January and February 2024. Marks presented the latest public relations and print ads for January and February 2024. Marks presented additional campaigns for January and February 2024 for Access Atlanta.

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 January and February 2024. Gunn also reported on the Zartico data for January and February 2024.

Sales

Myriam Hysa

Hysa reported on the various outside sales efforts that she has engaged in, including meetings with Visit Roswell, Explore Brookhaven, Visit Sandy Springs DOS meeting, Topper Transportation, GHLA hotel council meeting, Atlanta Party Connection, Teplis Travel, Hotelbeds.com, Linked In executive roundtable. Hysa also reported that she attended various networking events including SSPC networking monthly luncheon, GSAE networking luncheon, meeting planner wine tasting event, GBTA summit, GBTA networking luncheon (sponsoring in collaboration with SSPAC). Hysa told the group that she attended the RCMA/Emerge 2024 and the Wedding Extravaganza wedding show. She also reported that she had called on the following hotels: Home2Suites, Sheraton Atlanta, Westin Perimeter, Springhill Suites, Hyatt House, Waterwalk, and Sonesta. Hysa also presented the January and February Sales Activity and Sales Activity Highlights.

Smith Travel Report

Jennifer Cruce

Cruce reported on Smith Travel Report monthly metrics for January and February 2024, 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, Gunn), meetings with TK PR (Cruce, Marks), Simpleview CRM and SEO meetings (Marks, Gunn), Zartico Research Data (Cruce, Marks, Gunn), SSPC Restaurant Council meetings (Cruce, Marks), calls with 100 Digital Creativity for a virtual tour (Marks), Gray Research Solutions planning meetings (Cruce, Marks, Hysa), meeting with Linda Wilson (key advisors) (Cruce, Marks), MARTA Advisory Group meeting with Dunwoody CVB (Cruce) meeting with Madden Media re: medical tourism (Cruce, Marks), meeting with C. Cavanaugh, Magellan Strategy (Cruce), GHLA Perimeter Hotel Council

meeting (Cruce, Hysa, Hurlbut) hotel impact study with Anne Gompel (Cruce Hysa), GACVB Annual Conference (Cruce, Marks, Mayor Paul), Perimeter Comm. Partner (PCID) working group (Cruce, Marks), PCID/Perimeter Connects MARTA station improvements update (Cruce), meeting with Jay Boling (Tempest) re: Economics impact calc. (Cruce), onboarding with Expedia Media Solutions (Cruce), AJFF opening gala (Cruce, Marks), meeting and Sandy Springs tour with Westin PR agency (Cruce, Marks), FOX 5/Good Day Atlanta Dining Like spots with Paul Milliken (Cruce), intro call with Sprouhouse PR for Pendolin (Cruce, Marks, Gunn), reengagement call with Access Atlanta (Marks), SEO & SEM Q&A with Madden Media (Cruce, Marks), AJFF closing night, Mayor Paul speaking (Cruce), PCID branding plan briefing w/City leadership (Cruce), CoStar/STR webinar (Cruce).

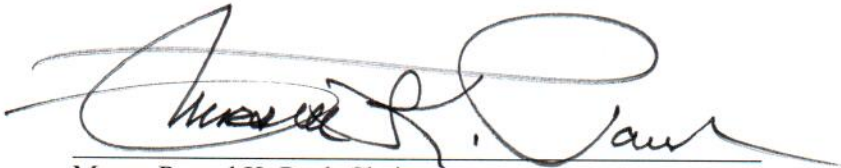
III. Discussion

Mayor Paul discussed upcoming sports events coming to Atlanta, such as the World Cup in two years. This brings people from all over the world, including corporate. A task force has been started to work on how to capitalize on brand identity and advertising reach for Sandy Springs. Mayor Paul also discussed the stipends situation and what other CVBs are doing is not legal in Georgia due to the gratuity clause. Mayor Paul also discussed whatever we do will stand up to judicial review. Mayor Paul suggested a service contract to exclusively promote the Sandy Springs restaurants. He would like to stay competitive and the best way with guardrails.

Mayor Paul adjourned the Board meeting at 9:42 A.M.

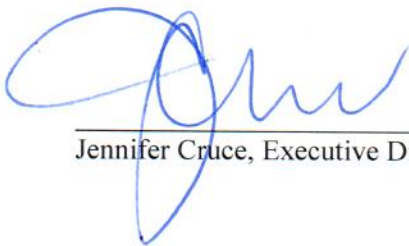
Next Meeting: May 23, 2024

Faithfully submitted:

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

Mayor Russel 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