

**City of Sandy Springs, Georgia  
Hospitality Board Minutes  
Regular Meeting  
Thursday, May 27, 2021  
8:00 am**

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

**Members 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 Marks, Marketing & Social Media Manager- Visit Sandy Springs  
Cynthia Adams, Office and Welcome Center Manager - Visit Sandy Springs  
Peyton Callanan-Marketing Coordinator-Visit Sandy Springs  
Toni Carlisle, Assistant Finance Director, (City of Sandy Springs)  
Caroline Davis-Economic Development Specialist, (City of Sandy Springs)

**Others Present:** Bob Pepalis, Reporter, Sandy Springs Reporter newspaper

The Meeting was called to order at 7:59 AM by Mayor Paul.

Mayor Paul asked for a motion to approve the March 25, 2021 Hospitality Board meeting minutes. A motion to approve the minutes was made by Mr. Mahaffey and seconded by Mr. Jordan. The Meeting Minutes were unanimously approved by Board members present.

**I. Finance**

**Toni Carlisle**

Financials were presented for March and April 2021. The March and April 2021 Financial Highlights reports were included in the board packets.

**Presentation and Approval of Proposed FY 2022 Budget**

Carlisle reported that the FY2022 Hospitality budget will reinstate expenditures that were reduced or removed from the FY 2021 budget which include COLA increase, salaries, the profit sharing contribution to the 401K, and the rehire of one of the vacant Sales positions. The budget also included fees for a consultant to evaluate the DMO's sales program. A motion to approve the FY2022 budget was made by Mr. Visconti and seconded by Ms. Rosenthal. The budget was approved unanimously by the board members present.

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

**Jennifer Cruce**

**Marketing and Public Relations**

Marks presented the print and digital ads for March and April 2021. Marks reported on Advance Travel and Tourism's current campaign objectives, which includes 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 March and April 2021.

**Smith Travel Report**

Cruce presented the Smith Travel Research monthly metrics report for March and April 2021 including Occupancy, ADR, and RevPar.

**Meetings, Projects, and Communications**

Cruce reported on some of the key meetings attended by the staff including an Georgia Association of CVBs' Winter Board Meeting (Cruce), Economic Development Director Interviews (Cruce), Social Media Content planning discussion with COSS Committee (Cruce, Marks, Callanan), SSPC Hyatt House Ribbon Cutting (Cruce, Marks), Atlanta Metro Travel Association General Meeting-annual Legislative Update with GHLA, GACVB, GRA (moderated by Cruce), Discussion meetings with Kate Burda & Co. (Cruce), and an interview with Georgia Trend re: the Topside Tap Trail (Cruce) partnership with the CVBs of Roswell and Alpharetta.

**III. Discussion**


Mayor Paul discussed plans for reopening of the City Springs facilities. He stated that the announcement for the '21-'22 season for all venues would be made on 5/28/21 at a special event on the terrace held during the Concert on the Green. He discussed the wide variety of entertainment to be announced at that event, as well

as an upcoming market survey coming from ticket sales and guest experiences and plans for the sale of memberships. There was also a discussion about the ability to have hybrid meetings in the conference rooms of City Hall.

Mayor Paul asked for a Motion to adjourn the Board Meeting. Mr. Alterman made the motion to adjourn the meeting and seconded by Mr. Mahaffey. The motion was passed unanimously. Mayor Paul adjourned the Board Meeting at 9:47 A.M.

Next meeting July 22, 2021 at 8 AM.

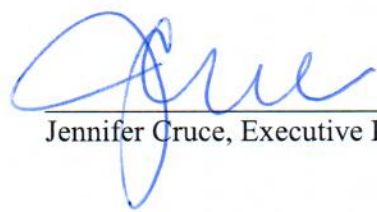
Faithfully submitted:



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Mayor Russell K. Paul, Chairman

ATTEST:



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Jennifer Cruce, Executive Director – Hospitality and Tourism