

**City of Sandy Springs, Georgia
Hospitality Board Minutes
Regular Meeting
Thursday, July 22, 2021
8:00 AM**

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

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

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

Mayor Paul asked for a motion to approve the May 27, 2021 Hospitality Board meeting minutes. A motion to approve the minutes was made by Mr. Mahaffey and seconded by Mr. Alterman. The Meeting Minutes were unanimously approved by Board members present.

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

II. Sales Strategy Presentation **Kate Burda**
Kate Burda & Co.
Kate Burda was introduced by Jennifer Cruce to discuss the sales program analysis her firm is beginning to undertake with the DMO and then presented their “Vision of Value” roadmap. She and the Executive Director answered questions from the board about the process and the expected results and Cruce explained why she considered the reevaluation of the program to be necessary at this time.

III. Sandy Springs Hospitality & Tourism Reports

Jennifer Cruce

Marketing and Public Relations

Marks presented the print and digital ads for May and June 2021 and a summary of partnership initiatives during that period, including the Topside Tap Trail. 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 May and June 2021.

Smith Travel Report

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

Meetings, Projects, and Communications

Cruce reported on some of the key meetings attended by the staff including a Good Day Atlanta Topside Tap Trail meeting with Visit Roswell and Alpharetta CVBs (Marks, Callanan), Explore Georgia Recovery Grant meetings with Advance Travel and Tourism (Cruce, Marks), Sandy Springs July 4 Fireworks planning meetings (Cruce, Marks), Discussion meetings with Kate Burda & Co. (Cruce).

IV. Discussion

Mayor Paul and board members discussed how to achieve better advertisement for City Springs' events.

Mayor Paul adjourned the Board Meeting at 9:22 AM.

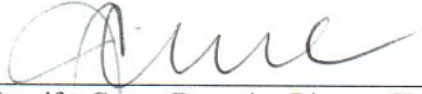
Next meeting September 23, 2021

Faithfully submitted:



Mayor Russell K. Paul, Chairman

ATTEST:



Jennifer Cruce, Executive Director-Hospitality & Tourism