

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

**Regular Meeting  
Thursday, August 22, 2024  
8:00 A.M.**

**Meeting Room A (City Hall) 3<sup>rd</sup> Floor**

**Member(s) Present:** Mayor Rusty Paul, Chairman  
Tom Mahaffey, Vice Chairman  
Pam Rosenthal, Secretary/Treasurer  
Eugene Jordan, Board Member  
Jason Sheetz, Board Member  
Ann Delmas, Board Member  
Amanda Singer, Board Member

**Staff Present:** Jennifer Cruce, Executive Director-Visit Sandy Springs  
Samantha Marks, Director of Marketing & Communications-Visit Sandy Springs  
Mitchel Gunn, Content & Communications Manager-Visit Sandy Springs  
Cynthia Adams, Office Manager-Visit Sandy Springs  
Myriam Hysa, Director of Sales-Visit Sandy Springs  
Craig Hurlbut, Sales and Marketing Coordinator-Visit Sandy Springs

**Others Present:** Tracy Weatherly, Sales Executive, Courtyard Atlanta Perimeter Center  
Scott Richmond, Director of Sales, SpringHill Suites Atlanta 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 May 23, 2024 Hospitality Board meeting agenda. A motion to approve the agenda was made by Mr. Jordan and seconded by Ms. Sheetz. The meeting agenda was unanimously approved by Board members present.

Mayor Paul asked for a motion to approve the March 28, 2024 Hospitality Board minutes. A motion to approve the minutes was made by Mr. Sheetz and seconded by Mr. Jordan. The meeting minutes were unanimously approved by Board members present.

**I. Finance**

Financials were presented for May and June 2024. Financial Highlights reports were included in the board packets.

**Jennifer Cruce**

**Presentation/Approval FY 2024 Hospitality Budget Amendment****Jennifer Cruce**

Cruce presented the budget amendment for the FY 2024 Hospitality Budget. The budget amendment was to increase revenue to close the revenue gap. The increase is for closing the gap between funds budgeted and funds received. Mayor Paul asked for a motion to approve the FY 2024 budget amendment. A motion to approve the budget amendment was made by Mr. Jordan and seconded by Ms. Rosenthal. The budget amendment was unanimously approved by Board members present.

**II. Sandy Springs Hospitality & Tourism Reports****Jennifer Cruce****Marketing and Public Relations****Samantha Marks**

Marks presented digital ad campaign reports for May and June 2024. Marks reported campaign overview recaps, metrics, notes and highlights for May and June 2024. Marks also reported on the digital video creative for Google and Meta. Marks presented the latest print ads and public relations for May and June 2024. Marks also detailed the DMO's next steps with Oracle and Meta.

**Social Media****Samantha Marks**

Marks presented the social media reports for Instagram and Facebook. Gunn also reported on social posts, blog content and newsletter content for May and June 2024. Gunn also presented the Zartico data for May and June 2024.

**Sales****Myriam Hysa**

Hysa reported on the various outside sales efforts that the sales team has engaged in, including meetings with Inspire Brands, GoTo Foods, Explore Brookhaven, Visit Roswell, MPI, Edible Arrangements, Northside Hospital, Discover DeKalb and Chris Cavanaugh. Hysa also reported that she attended various networking events including ACVB Annual Meeting, Perimeter Chamber Luncheon, GBTA Monthly Luncheon, MPI Luncheon (Sponsors) and MPI Volunteers Brunch, Atlanta Party Connection Breakfast and City BBQ Vendors Event. Hysa held site inspections with University of Mississippi Alumni Association. Hysa told the group that she attended GSAE Annual Meeting. She reported that she called on the following hotels: LaQuinta Inn & Suites, Westin, Sonesta Galleria, Home2Suites, Hilton Suites, Springhill Suites, Homewood By Hilton, Hyatt House, Aloft, Extended Stay, Fairfield Inn, Hampton Inn, Courtyard, Sheraton Atlanta, WaterWalk Perimeter.

**Smith Travel Report****Jennifer Cruce**

Cruce reported on Smith Travel Report monthly metrics for May and June 2024, including occupancy, ADR, and RevPar.

**III. Discussion****Presentation/Approval Resolution for Investment of DMO Funds**

Attorney Lee presented the resolution for a loan to the Georgia Commission on the Holocaust in the amount of \$695,000.00. The funds are for the Georgia Memorial on the Holocaust and the Georgia Commission on the Holocaust Headquarters. Mayor Paul asked for a motion to approve the resolution to loan the Georgia Commission on the Holocaust \$695,000. A motion to approve the resolution was made by Mr. Mahaffey and seconded by Ms. Rosenthal. The resolution was unanimously approved by Board members present.

**Presentation/Approval Resolution Sandy Springs DMO investment**


Resolution to authorize the Sandy Springs DMO to invest reserves in the Georgia 1 fund. Mayor Paul asked for a motion to approve the resolution. A motion to approve the resolution was made by Mr. Jordan and seconded by Mr. Mahaffey. The resolution was unanimously approved by Board members present.

Mayor Paul asked Ms. Marks if Visit Sandy Springs is having any trouble with digital advertising due to the influx of political advertisements driving up costs for everyone. Marks explained that Visit Sandy Springs hasn't experienced much issue with political advertisements hindering their digital media strategy. She continued to say that they are in constant contact with their advertising agency, Ravenal Media, to ensure that they aren't overspending on keywords and are maintaining an effective digital presence.

Mayor Paul asked for a Motion to adjourn the Board Meeting. Mr. Mahaffey made the motion to adjourn the meeting and the motion was seconded by Mrs. Delmas. The motion was passed unanimously. Mayor Paul adjourned the Board Meeting at 9:09 A.M.

Next Meeting: September 26, 2024

**Faithfully submitted:**



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Mayor Russell K. Paul

**ATTEST:**



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Jennifer Cruce, Executive Director-Visit Sandy Springs