

**City of Sandy Springs, Georgia  
Hospitality Board  
Minutes  
Regular Meeting  
Thursday, September 24, 2020  
8:00 am**

**Live via Zoom Webinar**

**Members Present:** Mayor Rusty Paul, Chairman  
Tom Mahaffey, Vice Chairman  
Bruce Alterman, Secretary/Treasurer  
Eugene Jordan, Board Member  
John Visconti, 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  
Samantha Dulac-Assst. to City Manager, (City of Sandy Springs)  
Toni Carlisle, Assistant Finance Director, (City of Sandy Springs)  
Andrea Worthy-Economic Development Director, (City of Sandy Springs)  
Sharon Kraun- Communications Director, (City of Sandy Springs)  
Dan Lee-Attorney for Visit Sandy Springs

**Others Present:** K.T. Edwards-Director of Sales-Springhill Suites  
Bob Pepalis, reporter, Sandy Springs Reporter newspaper

The Meeting was called to order at 8:02 AM by Mayor Paul.

Mayor Paul asked for a motion to approve the amended May 21, 2020 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.

Mayor Paul asked for a motion to approve the July 23, 2020 Hospitality Board meeting minutes. A motion to approve the minutes was made by Mr. Alterman and seconded by Visconti. The Meeting Minutes were unanimously approved by Board members present.

**I. Financials**

**Toni Carlisle**

Due to technical difficulties with Zoom, Ms. Carlisle was unable to present financial reports for July and August 2020 during the meeting. The financial highlights reports for July and August 2020 were emailed to all board members prior to the meeting.

**II. Sandy Springs H&T Reports**

**Jennifer Cruce**

**Smith Travel Report**

Cruce reported on Smith Travel Report weekly statistics for July and August 2020 including Occupancy, ADR, and RevPar. She also provided information comparing performance in the Perimeter Market to other metro Atlanta communities who are not as dependent on the corporate travel market and discussed the impact of the loss of that market during the pandemic. Mr. Visconti discussed the impact that this is having on the Westin as well.

**Marketing and Public Relations**

Marks presented the print and digital ads for July and August 2020 and a summary of PR activities and publicity received through Pineapple PR for those months.

**Social Media**

Callanan presented the social media reports for Facebook, Instagram, Twitter and blog content for July and August 2020.

### **Meetings, Projects, and Communications**

Cruce reported on the meetings attended by the staff including Performing Arts Center “Create Sandy Springs” Marketing (Cruce, Marks weekly), Destinations International DMO CEO Update Webinars, Southeast Tourism Society |DMO executive check ins, GACVB Peer Check In meetings (Sales, Marketing), and GACVB Board and CEO member check-in meetings, Civic Dinner 7/23/20 (Hosted by Cruce, attended by staff and others), Atlanta Business Chronicle interviews (Cruce, Mayor Paul for Sandy Springs section in August). Projects included Hotel “Special Deals” page and Extranet rollout, which were completed in July, Let’s Do Lunch campaign: Planning in progress in July/August; launched in September with Dunwoody. Communications included bi-weekly newsletters to hotels and the restarted monthly subscriber newsletter.

### **III. Discussion**

John Visconti stated that there are new hotels coming to the Central Perimeter area. Hyatt Place and AC Atlanta-Dunwoody. He also noted that the Wyndham is now the Sonesta Atlanta Northwest Galleria. Andrea Worthy stated that the Aloft Hotel has received their permits to start building Bruce Alterman inquired as to how are the restaurants are doing during this pandemic and if the restaurants would be able to stay open with substantially reduced sales. Mahaffey said that they are all struggling. Mayor Paul said that each restaurant’s situation is different and their ability to remain in business would depend on those individual circumstances. Andrea Worthy reported that many of the restaurants are trying to negotiate with their landlords.

Mayor Paul asked for a Motion to adjourn the Board Meeting. Jordan made the motion to adjourn the meeting and Mahaffey seconded the motion. The motion was passed unanimously. Mayor Paul adjourned the Board Meeting at 9:07 A.M.

Next meeting December 3, 2020 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