

**City of Sandy Springs, Georgia
Hospitality Board
Minutes
Regular Meeting
Thursday, August 22, 2019
8:00 am**

**Sandy Springs City Hall
3rd Floor-Meeting Room A
1 Galambos Way
Sandy Springs, GA 30328**

Members Present: Mayor Rusty Paul, Chairman
Tom Mahaffey, Board Member
Bruce Alterman, Board Member
John Visconti, Board Member
Eugene Jordan, Board Member

Staff Present: Jennifer Cruce, Executive Director-Visit Sandy Springs
Dennis Kemp-Director of Sales-Visit Sandy Springs
Samantha Marks, Marketing & Social Media Manager- Visit Sandy Springs
Bree Kitchens-SMERF Sales Manager-Visit Sandy Springs
Cynthia Adams, Welcome Center Manager - Visit Sandy Springs
Nadia Merritt-Welcome Center Information Specialist-Visit Sandy Springs
Toni Carlisle, Assistant Finance Director, (City of SS)
Sharon Kraun-Communications Director, (City of SS)
Andrea Worthy-Economic Development Director, (City of SS)
Shaun Albrechtson-PAC Executive Director (City of SS)
Dan Lee-Attorney for Visit Sandy Springs
Jackie Blackwell-Regional Sales Manager-Advance Travel and Tourism
Adam Zappia-Regional Senior Account Executive-Advance Travel/Tourism
Hannah Greco-Staff Writer-Reporter Newspaper

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

Mayor Paul asked for a motion to approve the June 20, 2019 Hospitality Board meeting minutes. Bruce Alterman made the motion to approve the minutes and Tom Mahaffey Seconded. The meeting minutes were unanimously approved by board members present.

**I. Consideration of New Travel and
Entertainment Expense Policy**

Dan Lee, City Attorney

Lee introduced the request for a new policy concerning reimbursement for purchases of alcohol beverages for partners and guests of Visit Sandy Springs, which is currently prohibited. The Board discussed the potential

consequences and the benefits of the policy change. Lee also discussed setting limitations on how much can be served. Bruce Alterman made a motion to develop a new policy and Eugene Jordan seconded the motion. Mayor Paul authorized Hospitality to make the necessary purchases to host an upcoming industry event in November. Mayor Paul also stated that the new policy will be presented and voted on at the October 24th board meeting.

II. Introduction of The Sandy Springs Performing Arts Center Executive Director Shaun Albrechtson

Mayor Paul

Mayor Paul introduced Shaun Albrechtson to the board. Shaun is coming to us from Colorado. Albrechtson discussed Season 2 of the Sandy Springs Performing Arts Center's programming, beginning with the City Springs Theater Company's production of Mary Poppins in September. He said that while the time for planning and pre-booking other programming has essentially ended for Season 2, they will continue to book on an ad hoc basis for this season and are already prepping and planning for Season 3. Albrechtson also discussed ongoing development of policies and procedures and plans to bring more events to the Studio Theater such as chamber music, jazz concerts, and stand up comedy. Also mentioned were the potential for more cultural events and family shows. Mayor Paul discussed the need for events that would generate weekend hotel stays. Cruce suggested that Albrechtson get together with Dennis Kemp and discuss student events and festivals.

III. Advertising Presentation

Jackie Blackwell

Advance Travel & Tourism has been working with Visit Sandy Springs since December 2018. Regional Sales Manager Jackie Blackwell shared an advertising presentation with information about recent campaigns. Blackwell discussed the chosen target markets for each campaign, the types of ads that were delivered and the messaging geared to each market.. Blackwell also discussed the various measures of success of the campaigns.

IV. Financials

Toni Carlisle

Financials were presented for June 2019. Carlisle stated that they are in the audit period. All revenues and expenses are trending as expected. The June Financial Highlights reports were included in the board packets.

V. Visit Sandy Springs Reports

Jennifer Cruce

Marketing and Public Relations

Marks presented the print ads that were placed in several publications, and a summary of PR activities and publicity received through Pineapple PR for those months.

Smith Travel Report

Cruce reported on Smith Travel Report statistics for June and July 2019 including Occupancy, ADR, and RevPar. Reports were included in board packets.

Sales

Kemp presented the Sales efforts which included e-mail, phone calls or in-person meetings by the Sales Team. Kemp and Kitchens discussed the bridal expos that Kitchens attended this month which included The Georgia Bridal Show, The Bridal Extravaganza, and My Big Fat Fake Wedding.

VI. Discussion

Mayor Paul mentioned that he had done an interview to be published in the November 2019 issue of Delta Sky Magazine. Bruce Alterman mentioned that SCORE, a national non-profit and partner organization of the US Small Business Administration with which he has been working, has recently partnered with the City of Sandy Springs to provide free mentorship and resources to business owners. The partnership will allow SCORE mentors to hold weekly one-on-one mentoring sessions at the Sandy Springs Public Library.

Mayor Paul asked for a Motion to adjourn the Board Meeting. Tom Mahaffey made the motion to adjourn the Meeting and John Visconti seconded the motion. Mayor Paul adjourned the Board Meeting at 9:24 A.M.

Next meeting October 24, 2019 at 8 AM.

Faithfully submitted:



Mayor Russell K. Paul, Chairman

ATTEST:



Jennifer Cruce, Executive Director – Hospitality and Tourism