

**City of Sandy Springs, Georgia
Hospitality & Tourism Board
Minutes
Regular Meeting
Thursday, June 20, 2019
8:00 am**

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

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

Staff Present: Dennis Kemp, Director of Sales-Visit Sandy Springs
Samantha Marks, Marketing & Social Media Manager- Visit Sandy Springs
Cynthia Adams, Welcome Center Manager - Visit Sandy Springs
Bree Kitchens-SMERF Sales Manager-Visit Sandy Springs
Nadia Merritt-Welcome Center Information Specialist-Visit Sandy Springs
Karen Ellis-Finance Director (City of SS)
Caroline Davis-Economic Development Specialist (City of SS)

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

Mayor Paul asked for a Motion to approve the April 28, 2019 Hospitality Board Meeting Minutes. John Visconti made the motion to approve the Minutes and Pam Rosenthal seconded. The Meeting Minutes were unanimously approved by Board members present.

I. Financials

Karen Ellis

Proposed FY 2020 budget was presented by Karen Ellis. Ellis explained that the reduction in services was due to the move to the new location last October, as the DMO is paying less on monthly rent and the lease includes utilities. She also talked about the travel budget was refined, and discussed possibly choosing a different health insurance. She also explained that a social media position has been budgeted for FY20. A motion to approve the FY 2020 budget was made by Tom Mahaffey and was seconded by John Visconti. The budget was

approved unanimously by the Board. The April and May 2019 Financial Highlights reports were included in the board packets.

II. Visit Sandy Springs Reports

Dennis Kemp

Marketing and Public Relations

Marks presented the advertising for April and May 2019, including reports from Advance Travel and Tourism concerning digital ad buys and performance. Marks also 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. Alterman asked Marks if she was happy with Advance Travel and Tourism's performance. Marks stated that she was happy because Advance is more strategic and they are more responsive with communicating with her than the previous agency.

Smith Travel Report

April and May 2019 reports included Occupancy, ADR, and RevPar. Reports were included in board packets.

Meetings and Events Attended

Kemp reported on the many meetings, events and conferences attended with Advance Travel, Conversant, Sparkloft, DMO Strategic Planning RFP, Well Played video series with Paramore, City Springs Photo shoot meetings, Atlanta Eats City Springs restaurant video meetings and shoots, Destination International CEO Conference, Regional Visitor Information Center Conference in Jekyll Island, and Georgia on My Mind Day in Lavonia, Georgia.

Sales

Bree Kitchens was introduced as the new SMERF sales manager Kemp presented the Sales Activity for April and May which included e-mail, phone calls or in-person meetings by the Sales Team. Sales activities reported by Kemp included attendance at GSAE Annual Meeting in Greenville, South Carolina. Kemp also reported on the upcoming sales events, including the GSAE Annual Meeting and the GMOA-AMA-SCMA 2019 conference.

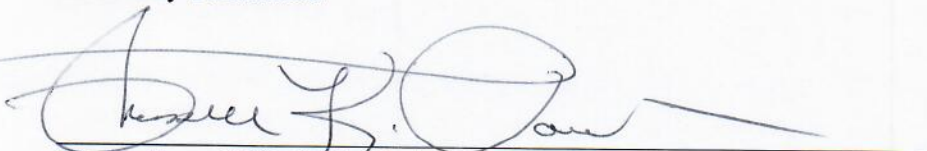
III. Discussion

Mayor Paul and meeting attendees spoke about how to attract meeting groups from outside the local area to the Sandy Springs area for overnight stays at our hotels. The mayor noted that the new General Manger (Shawn Albertson) for City Springs will be starting in Mid-July. Mayor Paul talked about how he is attempting to marry the Marketing and Sales from Hospitality and Marketing and Sales from City Springs. Even though Food That Rocks was sold out, Mayor Paul suggested maybe advertising Food That Rocks in Birmingham, Augusta and Nashville to attract more people to the event for next year. The mayor stated that the Lantern Parade was a great success and that most of the attendees appeared to him to be from outside Sandy Springs. He also noted that City Green Live, a series of concerts on the City Green has been a great success and will continue until September 27th. He also noted that the Cultural Center is still in development but no location site has been selected yet. The Cultural Center will house Hospitality and Tourism, The Anne Frank Exhibit, and Sandy Springs/Perimeter Chamber and the mayor stated that City Council will vote on approval July 16th.

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

Next meeting August 22, 2019 at 8 AM.

Faithfully submitted:



Mayor Russell K. Paul, Chairman

ATTEST:



Jennifer Cruce, Executive Director – Hospitality and Tourism