

**City of Sandy Springs, Georgia
Hospitality & Tourism Board
Minutes
Regular Meeting
Thursday, January 10, 2019
8:00 am**

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

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

Staff Present: Jennifer Cruce, Executive Director-Visit Sandy Springs
Dennis Kemp, Director of Sales-Visit Sandy Springs
Anna Nikolas, Event & Tourism Product Development-Visit Sandy Springs
Samantha Marks, Marketing & Social Media Manager- Visit Sandy Springs
Cynthia Adams, Welcome Center Manager - Visit Sandy Springs
Amy Metzler-SMERF Sales Manager-Visit Sandy Springs
Nadia Merritt-Welcome Center Information Specialist-Visit Sandy Springs
Dan Lee-Attorney for Visit Sandy Springs
Sharon Kraun-Communications Director (City of SS)
Toni Carlisle-Assistant Finance Director (City of SS)
Andrea Worthy-Economic Development Director (City of SS)
Sharita Crockton, Asst. General Mgr., Home2 Suites, by Hilton Atl. Perimeter Ctr.
Demetrius Blackmon, General Mgr., Home2 Suites by Hilton Atl. Perimeter Ctr.
Ira Lang, Sales Coordinator, Home2 Suites by Hilton Atlanta Perimeter Center
Layla Miller, Director of Sales, Hawthorn Suites by Wyndham Atl. Perimeter Ctr.

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

Mayor Paul asked for a Motion to approve the November 1, 2018 Hospitality Board Meeting Minutes. Tom Mahaffey made the motion to approve the Minutes and Bruce Alterman seconded. The Meeting Minutes were unanimously approved by Board members present.

I. Financials

Toni Carlisle

Financials were presented by Toni Carlisle. All revenues and expenses are trending as expected. The October and November 2018 Financial Highlights reports were included in the board packets.

II. Visit Sandy Springs Reports

Jennifer Cruce

Marketing and Public Relations

Marks presented the ads for October and November 2018, including reports from Paramore Digital Media concerning digital ad buys and performance.

Marks also presented the print ads that were placed in several publications, most of which were event-based, and a summary of PR activities and publicity received through Pineapple PR for those months. She noted that using Influencers and Bloggers such as “Finding Kathy Brown” on Instagram and other social media channels seems to be very effective. Cruce briefly discussed recent changes at Paramore which ultimately led to the DMO terminating their contract. She also noted that the DMO has begun working with Advance Travel and Tourism on digital advertising and that the first report on their work will be presented at the next meeting.

Smith Travel Report

October and November 2018 reports included Occupancy, ADR, and RevPar. Reports were included in board packets.

Meetings Attended

Cruce reported on meetings, events and conferences attended with GATA Board, AMTA CMP, International Festival and Events Association Conference, Sandy Springs Conservancy Thought Leaders Dinner, Kosher BBQ Festival, Event discussion: Slingin Wings Festival and Jingle Jog, Elegant Elf, Veteran Day Celebration, and Santa’s Fantastical.

Events

Nikolas reported that Sparkle Sandy Springs was a well-attended success. The plans are to develop and grow the events to be bigger each year to encourage more community engagement and to bring in more visitors to Sandy Springs. With the 2019 events schedule already set this will help with PR.

Sales

Metzler presented the Sales Activity which included e-mail, phone calls or in-person meetings by the Sales Team. Sales activities reported by Kemp and Metzler included attendance at the Bar and Bat Mitzvah Expo, Connect Faith, and Connect Georgia. Metzler reported on the upcoming sales events (beginning in December), including GACVB Group Sales Symposium, GSAE Holiday Luncheon, Holiday Gift Delivery to Hotel Partners, Research Presentation to Hotel Partners, ABA Marketplace, GA Music Educators

Association Conference, Tennessee Motorcoach Convention, and the Bridal Extravaganza.

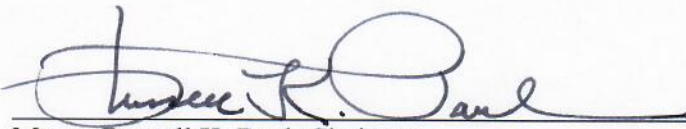
III. Discussion

Board member Mahaffey asked about the potential for increased occupancy during the Super Bowl in February and there was a discussion about the impact of Airbnb and other short term rental options during that period. The mayor and city attorney discussed some on-going concerns with regards to short term rentals in Sandy Springs, such as security, hotel tax revenue, and business licensing. Board Member Alterman requested continued discussion on this subject in the next meeting.

The mayor having left to attend another meeting, board secretary Bruce Alterman asked for a Motion to adjourn the Board Meeting. Tom Mahaffey made the Motion to Adjourn the Meeting and Eugene Jordan Seconded the Motion. Bruce Alterman adjourned the Board Meeting at 8:38 A.M.

Next meeting February 28, 2019 at 8 AM.

Faithfully submitted:



Mayor Russell K. Paul, Chairman

ATTEST:



Jennifer Cruce, Executive Director – Hospitality and Tourism